

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Meredith Patel, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

### Check one:

- ☒ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Meredith Patel

Agency name: Old Town Media LLC

Address: 610 Madison Street #604

Contact: Meredith Patel

Phone number: 859-279-2205

Email: information@oldtownmediallc.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Family Friendly Action Fund DBA Somas Pilaes

Address: 114 North Main Street, Suite 203

Contact: Laura Thibault

Phone number: (603)254-3341

Email: information@oldtownmediallc.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

ALL corporate officers:

Deborah Butler

Monica Cioffi

Mary Schuh

Courtney Jones

Treasurer: Marv Schuh

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☐ N/A

Name(s) of every candidate referred to: Monica De La Cruz

Office(s) sought by such candidate(s) (no acronyms or abbreviations): TX 15

Date of election: November 2024

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A



**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

**Advertiser/Sponsor**

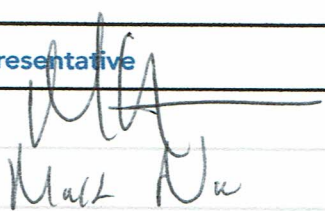
Signature: Meredith Patel

Digitally signed by Meredith Patel  
Date: 2024.03.14 13:00:14 -04'00'

Name: Meredith Patel

Date of Request to Purchase Ad Time: 3/14/2024

**Station Representative**

Signature: 

Name: Matt New

Date of Station Agreement to Sell Time: 3/18/2024

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?

☒ Yes

☐ No

Date ad received:

3/15/2024

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:



Accepted



Accepted IN PART (e.g., ad not received to determine content)\*



Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

4385463

Station Call Letters:

WLEO

Date Received/Requested:

3/18/2024

Est. #:

298

Station Location:

9201 WBYH F3  
HARLIACEN TX 78532

Run Start and End Dates:

3/26/2024 - 4/1/2024

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

# BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for ☐ a candidate request  
☐ an election message request \*  
☒ an issue request \*

The request was ☒ accepted #  
☐ rejected

Candidate Named in Message:

MONICA DE LA CRUZ

Office Being Sought:

TX District 15

Election or Issue Referred to:

HOUSE/SOCIAL SECURITY/MEDICARE/HEALTHCARE

Sponsor (or authorized candidate committee):

FAMILY FRIENDLY ACTION FUND DBA SOLIDARITY PILARES

Treasurer of authorized candidate committee:

MARV SCHUH

Person Ordering Advertising:

Meredith Patel

\* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.



4385463

P2



125 West 55th St  
New York, NY 10019

**Contract #** 28365852      **Changes as of:** 3/15/2024 at 9:24 AM      **Version:** Original Order

**CPE:** 18/21/298      **Flight:** 3/26/24 - 4/1/24      **Station:** SVEO

**Agency:** OLD TOWN MEDIA, LLC      **Advertiser:** FAMILY FRIENDLY ACTION FUND DBA SOMAS PILARES      **Market:** Hartingen

**Product:** TV      **Office:** WASHINGTON      **Total Spots:** 11

**Agency Order #:** 13298945      **Service:** Nielsen      **Total CPP:** \$0.00

**Buyer:** Patel, Meredith      **Primary Demo:**      **Total GRP:**

**Salesperson:** THOMAS PARK      **Assistant:** THOMAS PARK      **Comments:** Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	3/26 - 3/26		Total Spots	Total \$	CPP*	GRP*
						3/26					
1	Tu-F,M 7a-8a		CBS Mornings	\$350.00	30	2		2	\$700.00	\$0.00	0.0
2	Tu-F,M 8a-9a		CBS Mornings	\$350.00	30	2		2	\$700.00	\$0.00	0.0
3	Tu-F,M 12n-12:30p		CBS4 News Live at Noon	\$300.00	30	2		2	\$600.00	\$0.00	0.0
4	Tu-F,M 5p-5:30p		CBS4 News Live at 5PM	\$500.00	30	2		2	\$1,000.00	\$0.00	0.0
5	Tu-F,M 6p-6:30p		CBS4 News Live at 6PM	\$750.00	30	2		2	\$1,500.00	\$0.00	0.0
6	Su 8a-9:30a		CBS Sunday Morning	\$600.00	30	1		1	\$600.00	\$0.00	0.0
TOTALS:								11	\$5,100.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

KATZ TELEVISION  
GROUP

Contract # 28365852		Changes as of: 3/15/2024 at 9:24 AM		Version: Original Order	
CPE: 18/21/298		Flight: 3/26/24 - 4/1/24		Station: SVEO	
Agency: OLD TOWN MEDIA, LLC		Advertiser: FAMILY FRIENDLY ACTION FUND DBA SOMAS PILARES		Market: Harlingen	
114 Quay Street ALEXANDRIA, VA 22314		Product: TV		Office: WASHINGTON	
		Agency Order #: 13298945		Service: Nielsen	
		Buyer: Patel, Meredith		Primary Demo:	
		Salesperson: THOMAS PARK 212-373-8137		Assistant: THOMAS PARK 212-373-8137	
		Separation:		Total Spots: 11	
				Total CPP: \$0.00	
				Total GRP:	

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
03/15/24 9:24 AM	THOMAS PARK	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	
SVEO Share: 0%	
Comment:	
Competitive Unknown	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	11	\$5,100.00	0.0
Total	100%	11	\$5,100.00	0.0

Monthly Summary		
Month	Spots	Dollars
2024-Mar	11	\$5,100.00
Total	11	\$5,100.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
New	3/15/24 9:24 AM	THOMAS PARK	New	11	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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**CONTRACT**

**Brownsville SVEO**  
**5000 Riverside Dr**  
**Building 5 Suite 200**  
**Irving, TX 75039**  
**(956) 544-2323**

And:

**Old Town Media**  
**114 Quay Street**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 4385463 /		<u>Alt Order #</u> 28365852	
<u>Advertiser</u> POL/FamilyFriendlyActionFunddbaSomasPili		<u>Original Date / Revision</u> 03/15/24 / 03/15/24	
<u>Contract Dates</u> 03/26/24 - 04/01/24		<u>Estimate #</u> 298	
<u>Product</u> TV			
<u>Order Brand</u>	<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> SVEO	<u>Account Executive</u> Katz Political	<u>Sales Office</u> Katz - Political	
<u>Special Handling</u>			
<u>Demographic</u> Adults 35+			
<u>Agency Code</u> 9920514	<u>Advertiser Code</u> 18	<u>Product 1/2</u> 21	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	SVEO	03/26/24	04/01/24	CBS This Morning	7:00 AM-8:00 AM		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/24	04/01/24	MTWTF--				2	\$350.00			
N 2	SVEO	03/26/24	04/01/24	CBS This Morning	8:00 AM-9:00 AM		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/24	04/01/24	MTWTF--				2	\$350.00			
N 3	SVEO	03/26/24	04/01/24	CBS4 News Live at Noon	12-1230p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/24	04/01/24	MTWTF--				2	\$300.00			
N 4	SVEO	03/26/24	04/01/24	CBS4 News Live at 5PM	5p-530pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/24	04/01/24	MTWTF--				2	\$500.00			
N 5	SVEO	03/26/24	04/01/24	CBS4 News Live at 6PM	6p-630p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/24	04/01/24	MTWTF--				2	\$750.00			
N 6	SVEO	03/31/24	03/31/24	CBS Sunday Morning News	8a-930a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-----S				1	\$600.00			
<b>Totals</b>											<b>11</b>	<b>\$5,100.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 - 03/31/24	7	\$3,150.00	(\$472.50)	\$2,677.50
04/01/24 - 04/28/24	4	\$1,950.00	(\$292.50)	\$1,657.50
<b>Totals</b>	<b>11</b>	<b>\$5,100.00</b>	<b>(\$765.00)</b>	<b>\$4,335.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Old Town Media

# Traffic Instructions

<b>To:</b>	Traffic Manager	<b>From:</b>	Old Town Media
<b>Confirmation/ Questions:</b>	<a href="mailto:Meredith@oldtownmediallc.com">Meredith@oldtownmediallc.com</a>	<b>Pages:</b>	1
<b>Date:</b>	3/14/2024	<b>Version:</b>	New
<b>Advertiser:</b>	Family Friendly Action Fund	<b>Delivery:</b>	CAD or ER
<b>Estimate:</b>	All estimates		

Stations: ALL GM Stations + Cable

ISCI CODE	SPOT NAME	LENGTH	ROTATION %	START DATE	END DATE
SP1001H	"Worked Hard"	:30	100%	3/18	UFN

SPECIAL INSTRUCTIONS: General Market TV