



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

Tom Anderson

I, Optima Public Relations, LLC, 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:

Agency name: **Optima Public Relations, LLC**

Address: **7362 W Parks Hwy 665 Wasilla, Alaska 99623**

Contact: **Tom Anderson** Phone number: **907-440-9661** Email: **Tom@OptimaPublicRelations.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: **ClearPath Action Fund**

Address:

Contact: **Luke Bolar** Phone number: **202-355-3677** Email: **Bolar@ClearPathFund.org**

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.):

R

Jay Faison, Founder

Luke Bolar, Executive Director

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: **Congressman Dan Newhouse**

Office(s) sought by such candidate(s) (no acronyms or abbreviations): **United States House of Representative CD4**

Date of election: **August 2, 2022**


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

N/A

Clean Energy

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	Station Representative
Signature: 	Signature:
Name: Tom Anderson, Managing Partner Optima Public Relations, LLC	Name:
Date of Request to Purchase Ad Time: 5/9/22	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

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 #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

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.

Fw: ClearPath Placement / Townsquare Stations / May 16 - June 30 / Supporting Newhouse

Jessi Carolus <Jessi.Carolus@townsquaremedia.com>

Mon 5/9/2022 3:21 PM

To: Nicole Cook <Nicole.Cook@townsquaremedia.com>

Cc: Laura Nunez <Laura.Nunez@townsquaremedia.com>

Hi Nikki -

Here are the **AOR, NAB, Approval** and spot for Clear Path/Optima - *attached*. Laura will follow up with the proposal.

Payment coming in separate email.

Will send the commercial to Yakima Traffic as well. 😊

Jessi Carolus

Director of Sales
Townsquare Media Yakima
509.834.4118 (o)

From: Laura Nunez <Laura.Nunez@townsquaremedia.com>
Sent: Monday, May 9, 2022 3:13 PM
To: Jessi Carolus <Jessi.Carolus@townsquaremedia.com>
Subject: Fw: ClearPath Placement / Townsquare Stations / May 16 - June 30 / Supporting Newhouse

Laura Nunez

Multimedia Advertising Consultant
Townsquare Media- Yakima
(858)-205-0620 (c)



From: Thomas Anderson <tom@optimapublicrelations.com>
Sent: Monday, May 9, 2022 2:34 PM
To: Laura Nunez <Laura.Nunez@townsquaremedia.com>
Subject: ClearPath Placement / Townsquare Stations / May 16 - June 30 / Supporting Newhouse

Hi Laura,

We're ready to move forward with the radio schedule placement for ClearPath Action Fund.

Please find attached:

- Optima/ClearPath AD Agency Agreement (AAA)
- Completed NAB Form
- 60-second Radio Ad

Below are the schedules with the gross amounts and the payment information.

If you can email me the finalized schedule and receipt on the net paid for our records it's appreciated.

Yakima

KKIT "KIT" 1280 AM (News-Talk) / 60 Spots @ \$44 = \$2,640 Gross
Schedule: 6 AM -10 AM / M-W-F / 3 Per Day
Owner Group: Townsquare Media

KDBL "The Bull" 92.9 FM (New Country) / 60 Spots @ \$32 = \$1,920 Gross
Schedule: 6 AM -10 AM / M-W-F / 3 Per Day
Owner Group: Townsquare Media

Tri-Cities

KORD "#1 New Country" 106.5 FM (Country) / 60 Spots @ \$38 = \$2,280 Gross
Schedule: 6 AM -10 AM / M-W-F / 3 Per Day
Owner Group: Townsquare Media

Thanks for all of your help. :)

Best,

Tom

--

OptimaPublicRelations

Tom Anderson

Managing Partner

Tom@OptimaPublicRelations.com

Office | 800-944-4405

Cell | 907-440-9661

Website | OptimaPublicRelations.com

townsquare

Clean Energy Campaign

Proposed to Optima Public Relations

Laura Nunez
Multimedia Advertising Consultant
Townsquare Media- Yakima
(858)-205-0620 (c)
laura.nunez@townsquaremedia.com



News Talk KIT – 1280-AM/101.3-FM

Yakima’s Only Local News Talk



Demographics



Key Behaviors

Audience Members Are:

- 4 times more likely to be *Conservative News Readers*
- 4 times more likely to be *Seattle Seahawks Fans*
- 4 times more likely to be *Health Insurance Researchers*
- 4 times more likely to be *Country Music Fans*
- 3 times more likely to be *Live Concert Fans*

newstalkkit.com

Monthly Page Views

188,020

Online Radio Session Starts

32,017

Facebook Fans

4,297

YouTube Views This Month

1,256

Content Creators & On-Air Personalities



Dave Ettl



Lance Tormey

Audience Reach



Station Schedule	
Pacific Northwest Ag Today	5a-6a M-F
The Morning News with Dave and Lance	6a-9a M-F
The Charlie Kirk Show	9a-12n M-F
Sean Hannity	12-3p M-F
The Joe Pags Show	3p-6p M-F
Dave Ramsey	6p-10p M-F

townsquare

92.9 The Bull

#1 For New Country



Demographics



Key Behaviors

Audience Members Are:

- 5 times more likely to be *Country Music Fans*
- 5 times more likely to be *Teen Content Readers*
- 4 times more likely to be *Conservative News Readers*
- 4 times more likely to be *Home Healthcare Researchers*
- 3 times more likely to be *Muscle Car Shoppers*

929thebull.com

Monthly Page Views

487,940

Online Radio Session Starts

8,680

Facebook Fans

12,788

YouTube Views This Month

490

Content Creators & On-Air Personalities



Brian Stephenson

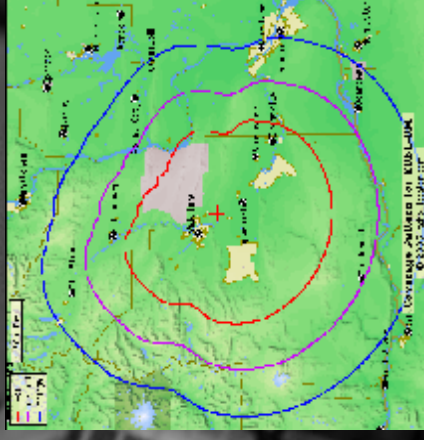


Reesha On The Radio



Ryder

Audience Reach



Station Schedule	
The Morning Bull Pen with Brian, Reesha & Ryder	M-F 5a-10a
Workdays with Jess on the Job	M-F 10a-3p
Buddy Logan & The Ride Home	M-F 3p-7p
Taste of Country Nights	M-F 7p-12m
Brett Alan	M-F 12m-5a

townsquare

102.7 KORD

#1 For New Country



Demographics



Key Behaviors

Audience Members Are:

- 4 times more likely to be *In-Market Car Shoppers*
- 3 times more likely to be *Live Concert Fans*
- 3 times more likely to be *Country Music Fans*
- 3 times more likely to be *Olympics Fans*
- 3 times more likely to be *Small Business Owners*

Monthly Page Views

434,080

Online Radio Session Starts

9,685

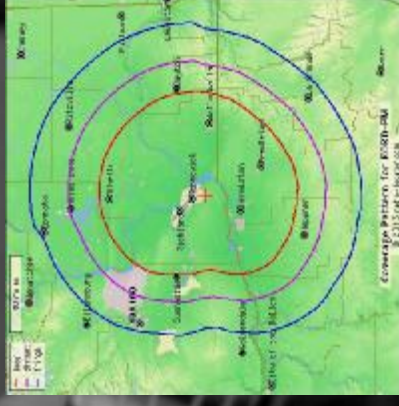
Facebook Fans

15,121

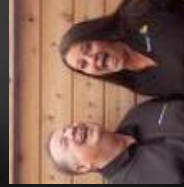
YouTube Views This Month

6,047

Audience Reach



Content Creators & On-Air Personalities



Woody & Janis



Rik Mikals

townsquare

TOWNSQUARE CAMPAIGN MEDIA PLAN



News Talk 1280 KIT-AM

Broadcast or Stream (B or S)	DATE		Times		Spot Length	Daily Distribution							Totals			NOTES		
	Start	End	Start	End		Mon	Tue	Wed	Thur	Fri	Sat	Sun	Spots/week	Rate	Weeks		Total Spots	Total \$
Broadcast	5/16/22	6/20/22	6a	10a	60	3		3		3			9	\$ 44.00	6	54	\$ 2,376.00	
Broadcast	6/27/22	6/30/22	6a	10a	60	3		3				6	\$ 44.00	1	6	\$ 264.00		
1280 KIT-AM - 101A/5																		
FLIGHT WEEKS:			5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27															

92.9 The Bull (KDBL)

Broadcast or Stream (B or S)	DATE		Times		Spot Length	Daily Distribution							Totals			NOTES	
	Start	End	Start	End		Mon	Tue	Wed	Thur	Fri	Sat	Sun	Spots/week	Rate	Weeks		Total Spots
Broadcast	5/16/22	6/16/22	6a	10a	60	3		3		3		9	\$ 32.00	6	54	\$ 1,728.00	
Broadcast	6/27/22	6/30/22	6a	10a	60	3		3				6	\$ 32.00	1	6	\$ 192.00	
92.9 The Bull - 101A/5																	
FLIGHT WEEKS:			5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27														

102.7 KORD

Broadcast or Stream (B or S)	DATE		Times		Spot Length	Daily Distribution							Totals			NOTES	
	Start	End	Start	End		Mon	Tue	Wed	Thur	Fri	Sat	Sun	Spots/week	Rate	Weeks		Total Spots
Broadcast	5/16/22	6/20/22	6a	10a	60	3		3		3		9	\$ 38.00	6	54	\$ 2,052.00	
Broadcast	6/27/22	6/30/22	6a	10a	60	3		3				6	\$ 38.00	1	6	\$ 228.00	
102.7 KORD - 101A/5																	
FLIGHT WEEKS:			5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27														

townsquare

X _____
Client Authorization

X _____
Date

townsquare

CONTRACT



KORD-FM
2621 West A Street
Pasco, WA 99301
WOpayments3@townsquaremedia.com
(509) 547-9791

<u>Contract / Revision</u> 3341900 /		<u>Alt Order #</u>
<u>Advertiser</u> ClearPath Action Fund		<u>Original Date / Revision</u> 05/10/22 / 05/10/22
<u>Contract Dates</u> 05/16/22 - 06/30/22	<u>Estimate #</u>	
<u>Product</u> May-June 2022 KORD		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KORD-FM	<u>Account Executive</u> Laura Nunez	<u>Sales Office</u> Local Tri-Cities
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Optima Public Relations LLC -A
7362 W Parks Hwy 665
Wasilla, AK 99623

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KORD	05/16/22	06/30/22	M-F AM Drive	6a-10a		1:00			NM	60	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/16/22	05/22/22	3-3-3--				9	\$38.00			
	Week:	05/23/22	05/29/22	3-3-3--				9	\$38.00			
	Week:	05/30/22	06/05/22	3-3-3--				9	\$38.00			
	Week:	06/06/22	06/12/22	3-3-3--				9	\$38.00			
	Week:	06/13/22	06/19/22	3-3-3--				9	\$38.00			
	Week:	06/20/22	06/26/22	3-3-3--				9	\$38.00			
	Week:	06/27/22	07/03/22	3-3----				6	\$38.00			
Totals											60	\$2,280.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 -05/29/22	18	\$684.00	(\$102.60)	\$581.40
05/30/22 -06/26/22	36	\$1,368.00	(\$205.20)	\$1,162.80
06/27/22 -06/29/22	6	\$228.00	(\$34.20)	\$193.80
Totals	60	\$2,280.00	(\$342.00)	\$1,938.00

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.

CONTRACT



KDBL-FM
4010 Summitview Ave
Yakima, WA 98908
WOpayments3@townsquaremedia.com
(509) 972-3461

<u>Contract / Revision</u> 3341896 /		<u>Alt Order #</u>
<u>Advertiser</u> ClearPath Action Fund		<u>Original Date / Revision</u> 05/10/22 / 05/10/22
<u>Contract Dates</u> 05/16/22 - 06/30/22	<u>Estimate #</u>	
<u>Product</u> May - June 2022		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KDBL-FM	<u>Account Executive</u> Laura Nunez	<u>Sales Office</u> Local Yakima
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Optima Public Relations LLC -A
7362 W Parks Hwy 665
Wasilla, AK 99623

KDBL-FM - 3341896A												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KDBL	05/16/22	06/30/22	M-F AM Drive	6a-10a		1:00			NM	60	\$1,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/16/22	05/22/22	3-3-3--				9	\$32.00			
Week:		05/23/22	05/29/22	3-3-3--				9	\$32.00			
Week:		05/30/22	06/05/22	3-3-3--				9	\$32.00			
Week:		06/06/22	06/12/22	3-3-3--				9	\$32.00			
Week:		06/13/22	06/19/22	3-3-3--				9	\$32.00			
Week:		06/20/22	06/26/22	3-3-3--				9	\$32.00			
Week:		06/27/22	07/03/22	3-3---				6	\$32.00			
Totals											60	\$1,920.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 - 05/29/22	18	\$576.00	(\$86.40)	\$489.60
05/30/22 - 06/26/22	36	\$1,152.00	(\$172.80)	\$979.20
06/27/22 - 06/29/22	6	\$192.00	(\$28.80)	\$163.20
Totals	60	\$1,920.00	(\$288.00)	\$1,632.00

KIT-AM - 3341896B												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KIT	05/16/22	06/30/22	M-F AM Drive	6a-10a		1:00			NM	60	\$2,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/16/22	05/22/22	3-3-3--				9	\$44.00			
Week:		05/23/22	05/29/22	3-3-3--				9	\$44.00			
Week:		05/30/22	06/05/22	3-3-3--				9	\$44.00			
Week:		06/06/22	06/12/22	3-3-3--				9	\$44.00			
Week:		06/13/22	06/19/22	3-3-3--				9	\$44.00			
Week:		06/20/22	06/26/22	3-3-3--				9	\$44.00			
Week:		06/27/22	07/03/22	3-3---				6	\$44.00			
Totals											60	\$2,640.00

(* 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.



KDBL-FM
4010 Summitview Ave
Yakima, WA 98908
WOpayments3@townsquaremedia.com
(509) 972-3461

<u>Contract / Revision</u> 3341896 /		<u>Alt Order #</u>
<u>Advertiser</u> ClearPath Action Fund		<u>Original Date / Revision</u> 05/10/22 / 05/10/22
<u>Contract Dates</u> 05/16/22 - 06/30/22	<u>Product</u> May - June 2022	<u>Estimate #</u>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	
04/25/22 - 05/29/22	18	\$792.00	(\$118.80)	\$673.20	
05/30/22 - 06/26/22	36	\$1,584.00	(\$237.60)	\$1,346.40	
06/27/22 - 06/29/22	6	\$264.00	(\$39.60)	\$224.40	
Totals	60	\$2,640.00	(\$396.00)	\$2,244.00	
Contract Totals				120	\$4,560.00

Signature: _____ **Date:** _____

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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.