



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



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

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.

Produced and published by NAB's Legal department. Copyright 2020 National Association of Broadcasters.

Reproduction or publication of the contents, in whole or in part, without express permission is prohibited. No liability is assumed with respect to the use of the information contained herein.

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.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Michael Parsons, 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: Russell County Economic Development and Convention and Visitors Bureau

Agency name: n/a

Address: 331 East Wichita Ave., Russell, KS 67665

Contact: Michael Parsons

Phone number: 785-483-4000

Email: rced2@russellks.org

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: n/a

Address:

Contact:

Phone number:

Email:

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.):

Michael Parsons - Russell County Economic Development Director

Maggie Holloway - Russell County Convention and Visitors Bureau 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:

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

Date of election: 11/7/2023

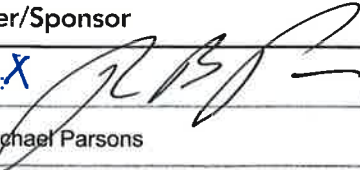
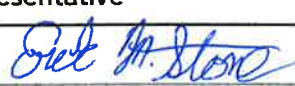
Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

Renewal of half cent sales tax for Russell County Economic Development and CVB

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: Michael Parsons	Name: Erik Stone
Date of Request to Purchase Ad Time: 10/10/23	Date of Station Agreement to Sell Time: 10/10/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 10/10/23

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:

n/a

Contract #: n/a	Station Call Letters: KRSL, KRSL-FM, KZRS	Date Received/Requested: 10/10/23
Est. #: n/a	Station Location: Russell, KS	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.

KRSL Ad Order

Station: ALL STATIONS Sales Rep: ERIK STONE

Client: Russell County Eco-Devo and CVB PO/Estimate

IF NEW ☐ Client #: Contact: Mike Parsons
 Address: Phone: (785) 483-4000
 City/State/Zip: Russell, Kansas Email: rced2@russellks.net

Run Dates: Start: 10/11/2023 End: 11/7/23 at 6pm

Invoice: Detail Affidavit: Notarized: Script:

AM Ad Cost: Monthly Billing: \$750.00 in October
 FM Ad Cost:

Start	End	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Time
10/11/2023	10/13/2023			6	6	6		6AM	to 7PM
10/16/2023	10/20/2023	6	6	6	6	6		6AM	to 7PM
10/23/2023	10/27/2023	7	7	7	7	7		6AM	to 7PM
10/30/2023	11/6/2023	6	6	6	6	6		6AM	to 7PM
11/6/2023	11/6/2023	6						6AM	to 7PM
11/7/2023	11/7/2023		6					6AM	to 6PM
									to
									to

Length: :30

Ad Number and Title

66132 - Half Cent Sales Tax Renewal - Mike
 66133 - Half Cent Sales Tax Renewal - Maggie

Notes/Special Instructions:

Please run 125 ads on all stations including KRSL-AM, KRSL-FM and KZRS-FM. Please rotate ads 50/50. The following

Order Taken By: MM 10-10-23 Order ID #: 661-084, 085

KRSL/KZRS Ad Order

Station: KRSL.COM

Sales Rep: ERIK STONE

Client: Russell County Eco Devo and CVB

PO/Estimate

IF NEW

Client #:

Contact: Mike Parsons

Address:

Phone: (785) 483-4001

City/State/Zip: Russell, Kansas

Email: rced2@russellks.com

Run Dates: Start: 10/11/2023 End: 11/7/2023

Invoice: Statement ONLY

Affidavit:

Notarized:

Script:

AM Ad Cost:

Monthly Billing: \$100.00 in October

FM Ad Cost:

Start	End	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Time
									to
									to
									to
									to
									to
									to
									to
									to

Length:

Ad Number and Title

Notes/Special Instructions:

Banner Ad on KRSL.com to promote the renewal of the half-cent sales tax.

Cart #66132

The half-cent sales tax for Economic Development and Capital Improvements has provided over \$3 Million back to the incorporated cities to use for those purposes. The half-cent sales tax supports housing, business and community development projects, the continuation of the county-wide NRP Tax Abatement Program, Workforce Development programs such as internships, trainings, job fairs and the promotion of the county, attracting visitors to our area. This is Mike Parsons with Russell County Economic Development and CVB and I encourage you to vote YES November 7 to continue the half-cent sales tax and ensure a bright future for Russell County. Paid for by Russell County.

Cart #66133

I'm Maggie Holloway with Russell County Eco Devo and CVB. I encourage you to vote YES on November 7 to continue the county-wide half-cent sales tax for Economic Development and Capital Improvements. Services supported by the half-cent sales tax includes more than \$650,000 in loans to start-ups and existing businesses, creating hundreds of jobs. The Storefront Signage Grant Program, providing over \$100,000 to county businesses and accessibility renovations at the county courthouse. Please vote YES on November 7 to continue the half-cent sales tax and ensure a bright future for Russell County. Paid for by Russell County.