



Political Broadcast Agreement Form for Candidate 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.

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

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Brandy Meisheid, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED	
<p>Candidate name: <u>Louis Zumbach</u></p> <p>Authorized committee: <u>Zumbach for SUPERVISOR</u></p> <p>Agency requesting time (and contact information): <input checked="" type="checkbox"/> N/A</p> <p>Candidate's political party: <u>Republican</u></p> <p>Office sought (no acronyms or abbreviations): <u>Linn County SUPERVISOR</u></p> <p>Date of election: <u>November 3, 2020</u> <input checked="" type="checkbox"/> General <input type="checkbox"/> Primary</p> <p>Treasurer of candidate's authorized committee: <u>MICHAEL MEISHEID</u></p>	
<p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input checked="" type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).</p> <p>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</p>	
<p>Candidate/Committee/Agency</p> <p>Signature: </p> <p>Name: <u>BRANDY MEISHEID</u></p> <p>Date of Request to Purchase Ad Time: <u>7/29/2020</u></p>	<p>Station Representative</p> <p>Signature:</p> <p>Name:</p> <p>Date of Station Agreement to Sell Time:</p>

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Brandy Meisheid

Name: BRANDY MEISHEID

Date: 7/29/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 7/30/20

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

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:	Station Call Letters: <u>KZIA</u>	Date Received/Requested: <u>7/30/20</u>
Est. #: <u>Ref-11899-12-30</u>	Station Location: <u>Cedar Rapids</u>	Run Start and End Dates: <u>8/3/20-8/21/20</u>

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.



Proposed:
Ph: 1-319-363-2061
Fax:

KZIA - NEW ORDER

KZIA Inc 1110 26th Ave SW, Cedar Rapids, IA 52404-3430, U.S.A

Revised Date:
Revised Time:
Page: 1

Client: ZUMBACH FOR SUPERVISOR

Agency: Direct

AE:

Billing Address:

Product: AUGUST 2020

Contact:

Assistant: HOUSE, HOUSE

Campaign Summary

Contract:

Ref #: -1

Dates: 8/3/2020 to 8/21/2020

Demo: A18-49

Market: Cedar Rapids

Aud Source: (1) KZIA

Total Ratings: 0.0

Total Impressions: 0

CPP: \$0.00 CPM: \$0.00

Reach: 0 Freq: 0.0

P.O. #:

Total Occ: 15

Airtime: \$1,875.00

Other: \$0.00

Gross: \$1,875.00

Net: \$1,875.00

Order Comment: Prime(Rtgs): Mo-Su 6:00 pm-11:30 pm 0%.

Booked Schedule (Regular, POLITICAL)

Line	Pgm Code	Program Name	Days	Start Time	End Time	Spot Len.	Begin Date	End Date	Type	Alt	Lvl	SPW	Rate	Ttl	Line Cost	Rtg	Status
1		AM DRIVE 6A-10A M-SU	12345xx	06:00 AM	10:00 AM	0:30	8/3/2020	8/21/2020	com		1	5	\$125.00	15	\$1,875.00	0.0	New
[DSA: M=1, T=1, W=1, Th=1, F=1]																	