



# 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](https://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](https://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**

Candidate name:  
Louis Zumbach

Authorized committee:  
Zumbach for SUPERVISOR

Agency requesting time (and contact information):  
 N/A

Candidate's political party:  
Republican

Office sought (no acronyms or abbreviations):  
Linn County SUPERVISOR

Date of election: November 3, 2020       General       Primary

Treasurer of candidate's authorized committee:  
MICHAEL MEISHEID

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):  
 the candidate listed above who is a legally qualified candidate, or  
 the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(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).

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

Candidate/Committee/Agency	Station Representative
Signature: Name: <u>BRANDY MEISHEID</u>	Signature:  Name:  
Date of Request to Purchase Ad Time: <u>7/29/2020</u>	Date of Station Agreement to Sell Time:

**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: *9/11/20***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: <i>KZIA-FM</i>	Date Received/Requested: <i>9/11/20</i>
Est. #:	Station Location: <i>CEDAR RAPIDS, IA</i>	Run Start and End Dates: <i>9/21/20-10/9/20</i>

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: 9/10/2020  
 Ph: 1-319-363-2061  
 Fax:

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

Revised: 9/10/2020 1:47:13 PM  
 Ref: 4302  
 Page: 1

Client: ZUMBACH FOR SUPERVISOR  
 Product: 9/21-10/9

Agency: Direct  
 Contact: BRANDY MEISHEID  
 AE: HOUSE, HOUSE  
 Assistant:

**Campaign Summary**

Demo: A18-49  
 Market: Cedar Rapids  
 Total Occ: 15  
 Aud Source: (1) KZIA

Total Ratings: 0.0  
 Total Impressions: 0  
 Total Reach: 0  
 P.O. #:

CPP: \$0.00  
 CPM: \$0.00  
 Contract Total: \$739.50  
 Total Frequency: 0.0

Number of Weeks: 3  
 Campaign Dates: 9/21/2020 to 10/11/2020 [3 wk(s)]  
 Comments: Prime(Rtgs): Mo-Su 6:00 pm-11:30 pm 0%.

**Proposed Schedule**

Days	Hours	Program	Rate(\$)	Rtg	Aud	Len	Sept	Oct.	Ttl
MTWTFSS						(m:ss)	21	28	Occ.
Mo-Fr	06:00 - 10:00	AM DRIVE 6A-10A M-SU	\$49.30	0.0	0(1)	0:30	5	5	15

[DSA: M=1, T=1, W=1, Th=1, F=1]

Source: Estimates, Based on Numeris-NMR Meter Data, Audience in thousands. CPM's based on exact ratings while Display Ratings have been rounded off.



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

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Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
9/21/2020	5	0.0	0%	\$49.30	0.0	0	\$0.00	\$0.00	.00	.0	\$246.50	\$246.50
9/28/2020	5	0.0	0%	\$49.30	0.0	0	\$0.00	\$0.00	.00	.0	\$246.50	\$246.50
10/5/2020	5	0.0	0%	\$49.30	0.0	0	\$0.00	\$0.00	.00	.0	\$246.50	\$246.50
<b>Total</b>	15	0.0	0%	\$49.30	0.0	0	\$0.00	\$0.00	0	.0	<b>Total Net</b>	<b>\$739.50</b>
Agency Commission												\$0.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

Date

Date

Date

KZIA 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. ADVERTISER hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.