



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



## 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

I, National Association of Broadcasters, 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: National Association of Broadcasters		
Agency name: n/a <u>Strong For One</u>		
Address: <u>2940 Gurukul Blvd</u>		
Contact: <u>Shawn Strong</u>	Phone number: <u>507 2880305</u>	Email: <u>strongforone@strongforone.com</u>
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: National Association of Broadcasters		
Address: 1 M Street SE, Washington, D.C. 20003		
Contact: Michelle Lehman	Phone number: (202) 429-5350	Email: mlehman@nab.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):		
NAB Executive Committee: Perry Sook, Nexstar Media Group, Inc.; Ramona Alexander, WDBD Jackson, Miss.; David Santrella, Salem Media Group; Curtis LeGeyt, National Association of Broadcasters; John Zimmer, Zimmer Radio of Mid-Missouri, Inc.; Kristopher Jones, Fox Corp.; Chris Ornelas, Beasley Media Group; Kevin Perry, Perry Broadcasting; Collin Jones, Cumulus Media Inc.; Lynn Beall, TEGNA; Pat LaPlatney, Gray Television; Chris Ripley, Sinclair Broadcast Group, Inc.		
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:		<input checked="" type="checkbox"/> N/A
Name(s) of every candidate referred to:		
Office(s) sought by such candidate(s) (no acronyms or abbreviations):		
Date of election:		
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:		<input checked="" type="checkbox"/> N/A
Consumer access to AM radio in automobiles		

**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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Michelle Lehman</i>	Signature: <i>Kim Przybylski</i>
Name: Michelle Lehman	Name: <i>Kim Przybylski</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>10/31/23</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *10-31-23*

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:

Contract #: <i>28804</i>	Station Call Letters: <i>WIMX</i>	Date Received/Requested: <i>10/31/23</i>
Est. #: <i>NOV 2023</i>	Station Location: <i>TOLEDO, OH</i>	Run Start and End Dates: <i>11/2 - 11/6/23</i>

**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.

# Sales Order

Station: WIMX-FM Buyer: \_\_\_\_\_  
 Contract Name: Strong for District One IMX Tax Schedule: \_\_\_\_\_ (None)  
 Contract#: 28804 Agency Commission %: 0  
 Start Date: 11/02/23 End Date: 11/07/23 Billing Cycle: Calendar  
 Revenue Type: Local Direct Type: Cash Salesperson: 1983jgra Comm %: 0  
 Advertiser: Shaun Strong Makegood Policy: Within Contract Dates  
 Address: 5358 Monroe Street, #9  
 City: Toledo State: OH Zip: 43623  
 Product Name: Strong for District One  
 Estimate #: Nov 2023  
 Competitive Code: Political Local

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	11/02/23	11/03/23		7:00 AM	10:00 AM	30				3	3			6	D	28.00	6	168.00	3	
2	11/03/23	11/03/23		3:00 PM	7:00 PM	30					4			4	D	24.00	4	96.00	3	
3	11/04/23	11/04/23		9:00 AM	12:00 PM	30						3		3	D	16.00	3	48.00	3	
4	11/06/23	11/06/23		7:00 AM	10:00 AM	30	3							3	D	28.00	3	84.00	3	
5	11/06/23	11/06/23		3:00 PM	7:00 PM	30	4							4	D	24.00	4	96.00	3	
6	11/07/23	11/07/23		7:00 AM	10:00 AM	30		3						3	D	28.00	3	84.00	3	
7	11/07/23	11/07/23		4:00 PM	6:00 PM	30		2						2	D	24.00	2	48.00	3	

Billing Projections: By Month

Nov 23  
 CA 624.00  
 ST 624.00

Print Spot Prices

TOTAL SPOTS ..... 25  
 GROSS TOTAL \$ ..... 624.00  
 ADJUSTED SPOTS ..... 25  
 ADJUSTED TOTAL \$ ..... 624.00

APPROVE      DECLINE  
       Market Manager  
       Director of Sales  
       Corporate  
       Business Manger

# ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, GMMB, 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: GMMB

Address: 3050 K St, NW, #100, Washington, DC 20008

Contact:

Phone number:

Email:

**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: Ohioans United for Reproductive Rights

Address: 545 E Town St, Columbus, OH 43215

Contact:

Phone number:

Email:

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

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

Kellie Copeland - Treasurer

Lauren Blauvelt- Co-Chair

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):


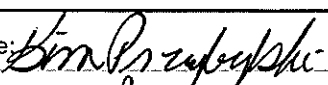
Date of election:

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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: 	Signature: 
Name: Lauren Blauvelt	Name: Kim Przybylski
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 10/24/23

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10-24-23

Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: 28760, 28761, 28801+28802	Station Call Letters: W1MX / WJZE	Date Received/Requested: 10-24-23
Est. #: 12823+12831	Station Location: TOLEDO, OH	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.

# Sales Order

Station: WIMX-FM Agency: Media Financial Services-TOL  
 Contract Name: Ohioans United IMX Address: 1655 Palm Beach Lakes Ste 903  
 Contract#: 28760 City: West Palm Beach State: FL Zip: 33401  
 Start Date: 10/25/23 End Date: 10/30/23 Buyer: \_\_\_\_\_  
 Revenue Type: National Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: Ohioans Reproductive Rights Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: 1983TREP Comm %: 0  
 Product Name: Ohioans United Makegood Policy: Within Contract Dates  
 Estimate #: 12823  
 Competitive Code: Political Local

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/25/23	10/30/23		6:00 AM	10:00 AM	60	X		X	X	X			3	W	25.00	3	75.00	3	
2	10/25/23	10/30/23		10:00 AM	3:00 PM	60	X		X	X	X			3	W	25.00	3	75.00	3	
3	10/25/23	10/30/23		3:00 PM	7:00 PM	60	X		X	X	X			2	W	25.00	2	50.00	3	
4	10/28/23	10/29/23		6:00 AM	7:00 PM	60						X	X	2	W	18.00	2	36.00	4	

Billing Projections: By Month

Oct 23  
 CA 236.00  
 ST 236.00

Print Spot Prices

TOTAL SPOTS ..... 10  
 GROSS TOTAL \$ ..... 236.00  
 ADJUSTED SPOTS ..... 10  
 ADJUSTED TOTAL \$ ..... 236.00

APPROVE    DECLINE  
     Market Manager  
     Director of Sales  
     Corporate  
     501245kprzy, 10/24/23 @2:40PM



# Sales Order

Station: WJZE-FM Agency: Media Financial Services-TOL  
 Contract Name: Ohioans United JZE Address: 1655 Palm Beach Lakes Ste 903  
 Contract#: 28761 City: West Palm Beach State: FL Zip: 33401  
 Start Date: 10/25/23 End Date: 10/30/23 Buyer: \_\_\_\_\_  
 Revenue Type: National Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: Ohioans Reproductive Rights Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: 1983TREP Comm %: 0  
 Product Name: Ohioans United Makegood Policy: Within Contract Dates  
 Estimate #: 12823  
 Competitive Code: Political Local

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/25/23	10/30/23		6:00 AM	10:00 AM	60	X		X	X	X			2	W	18.00	2	36.00	3	
2	10/25/23	10/30/23		10:00 AM	3:00 PM	60	X		X	X	X			2	W	18.00	2	36.00	3	
3	10/25/23	10/30/23		3:00 PM	7:00 PM	60	X		X	X	X			2	W	18.00	2	36.00	3	
4	10/28/23	10/29/23		6:00 AM	7:00 PM	60						X	X	2	W	16.00	2	32.00	4	

Billing Projections: By Month

Oct 23  
 CA 140.00  
 ST 140.00

Print Spot Prices

TOTAL SPOTS ..... 8  
 GROSS TOTAL \$ ..... 140.00  
 ADJUSTED SPOTS ..... 8  
 ADJUSTED TOTAL \$ ..... 140.00

APPROVE    DECLINE  
     Market Manager  
     Director of Sales  
     Corporate  
     501245kprzy, 10/24/23 @2:40PM

# Sales Order

Station: WJZE-FM Agency: Media Financial Services-TOL  
 Contract Name: Ohioans United JZE 10 31 Address: 1655 Palm Beach Lakes Ste 903  
 Contract#: 28801 City: West Palm Beach State: FL Zip: 33401  
 Start Date: 11/01/23 End Date: 11/06/23 Buyer: \_\_\_\_\_  
 Revenue Type: National Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: Ohioans Reproductive Rights Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: 1983TREP Comm %: 0  
 Product Name: Ohioans United Makegood Policy: Within Contract Dates  
 Estimate #: 12831  
 Competitive Code: Political Local

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	11/01/23	11/06/23		6:00 AM	10:00 AM	60	X		X	X	X			2	W	18.00	2	36.00	3	
2	11/01/23	11/06/23		10:00 AM	3:00 PM	60	X		X	X	X			2	W	18.00	2	36.00	3	
3	11/01/23	11/06/23		3:00 PM	7:00 PM	60	X		X	X	X			2	W	18.00	2	36.00	3	
4	11/04/23	11/05/23		6:00 AM	7:00 PM	60						X	X	2	W	16.00	2	32.00	3	

Billing Projections: By Month

	Nov 23
CA	140.00
ST	140.00

Print Spot Prices

TOTAL SPOTS ..... 8  
 GROSS TOTAL \$ ..... 140.00  
 ADJUSTED SPOTS ..... 8  
 ADJUSTED TOTAL \$ ..... 140.00

APPROVE      DECLINE

      Market Manager  
       Director of Sales  
       Corporate  
       501245kprzy, 10/31/23 @10:51AM

# Sales Order

Station: WIMX-FM Agency: Media Financial Services-TOL  
 Contract Name: Ohioans United IMX 10 31 Address: 1655 Palm Beach Lakes Ste 903  
 Contract#: 28802 City: West Palm Beach State: FL Zip: 33401  
 Start Date: 11/01/23 End Date: 11/06/23 Buyer: \_\_\_\_\_  
 Revenue Type: National Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: Ohioans Reproductive Rights Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: 1983TREP Comm %: 0  
 Product Name: Ohioans United Makegood Policy: Within Contract Dates  
 Estimate #: 12831  
 Competitive Code: Political Local

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	11/01/23	11/06/23		6:00 AM	10:00 AM	60	X		X	X	X			3	W	25.00	3	75.00	3
2	11/01/23	11/06/23		10:00 AM	3:00 PM	60	X		X	X	X			3	W	25.00	3	75.00	3
3	11/01/23	11/06/23		3:00 PM	7:00 PM	60	X		X	X	X			2	W	25.00	2	50.00	3
4	11/04/23	11/05/23		6:00 AM	7:00 PM	60						X	X	2	W	18.00	2	36.00	4

Billing Projections: By Month

	Nov 23
CA	236.00
ST	236.00

Print Spot Prices

TOTAL SPOTS ..... 10  
 GROSS TOTAL \$ ..... 236.00  
 ADJUSTED SPOTS ..... 10  
 ADJUSTED TOTAL \$ ..... 236.00

APPROVE    DECLINE

       Market Manager  
        Director of Sales  
        Corporate  
        501245kprzy, 10/31/23 @10:51AM