# POLITICAL

## Broadcast Agreement Forms | PB-18

NAB®
NATIONAL ASSOCIATION OF BROADCASTERS

# NAB POLITICAL ADVERTISING AGREEMENT FORMS (PB-18)

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These political advertisement agreement forms have been designed to serve as actual contracts for the sale of political broadcast time and to satisfy FCC record retention requirements.

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Additional copies of the Political Agreement Forms in paper or electronic format are available through NAB Services, 1771 N Street, NW, Washington, DC 20036-2800. For price information, please visit www.nabstore.com.

# POLITICAL BROADCAST ADVERTISEMENT FORMS PB-18

## USING THE FORMS

**IMPORTANT NOTE:**

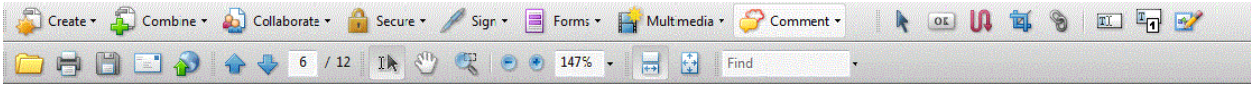
**For the PB-18 Issues Form Only –** If an Issue Advertiser certifies that the programming does not communicate "a message relating to any political matter of national importance," stations should review the programming to verify that no such messages are communicated in the programming. Stations have an independent obligation to disclose rates and times aired in the public file for programming relating to such matters, and they cannot rely solely on an advertiser's assessment of its own message.

### Acrobat Reader XI

You must have version XI or higher of Adobe's Acrobat Reader to use these forms. If you do not have Adobe Reader XI or higher, you can download a free copy at: http://get.adobe.com/reader/

### Acrobat Toolbar Functions

When you install the Acrobat Reader and view a fill-in form, you will see a toolbar at the top of the document like this:




You need to use only a few of these buttons to complete a fill-in form. The buttons you need to use are explained below:

**Pointer Tool**

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The **Pointer Tool** will most likely be pre-selected the first time you use Acrobat Reader. This tool allows you to fill in the forms on your desktop. This tool is selected when the cursor appears in the shape of an arrow like the one pictured on the button above.

With a fill-in form on the screen, move the pointer tool over a portion of the form to be filled in. You will notice that the pointer icon changes to a text icon, which looks like a capital I. This means that this is an area of the form that you are able to fill in using your keyboard. After you fill in that box, move your mouse to another field to fill it in. Note: you may also use the TAB button on your keyboard to advance to the next field. To mark a check box, move your pointer tool over a box and click your left mouse button. To unmark the box, move the cursor over the box and click again.

### Zoom Tools

The **Zoom Tools** allow you to change the current view of the form displayed. Depending on your monitor size, you may need to use the + or - Zoom Tool to get a better view of the form. You can also type a percentage into the white box to select an exact percentage zoom.

### Page Tools

The **Page Tools** help you navigate through the document. The number furthest to the right is the highest page number in the document. The number in the white box tells you what page you are currently on and you can edit that number to jump to a specific page. The arrow pointing upwards will move you one page forward on the current form, while the arrow pointing downwards will move you back one page on the current form.

### Printing the Forms

To print a completed form, click on the print button:

### Saving the Forms

Acrobat Reader does not allow forms to be saved. Complete the entire form, review and print prior to closing the file. Closing the file will erase all information filled in.

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# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE** ☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

| **Station and Location:** | **Date:** 10/17/2016 |
|---|---|

**I,** BRABENDERCOX LLC,

**being/on behalf of:** KEMP HANNON,

**a legally qualified candidate of the** REPUBLICAN

**political party for the office of:** STATE SENATE

**in the** 2016 GENERAL

**election to be held on:** NOVEMBER 08

**do hereby request station time as follows:**

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---|---|---|---|---|---|
| | | | | | |

**Attach proposed schedule with charges (if available):**

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I represent that the payment for the above described broadcast time has been furnished by:

CITIZENS FOR HANNON

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JOHN CLINTON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.**

***To Be Signed By Candidate or Authorized Committee***

| 10/17/2016 | Liz Brabender Kundu Digitally signed by Liz Brabender Kundu Date: 2016.10.02 19:50:12 -04'00' |
|---|---|
| **Date** | **Signature** |

***To Be Signed By Station Representative***

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

| | | |
|---|---|---|
| **Signature** | **Printed Name** | **Title** |

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# FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, BRABENDERCOX LLC
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the 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.

☒ the television programming 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.

Liz Brabender Kundu Digitally signed by Liz Brabender Kundu
Date: 2016.01.21 21:08:41 -05'00'

**signature of candidate or authorized committee**

LIZ BRABENDER KUNDU 10/17/2016

**printed name** **date**

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## AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)**

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---|---|---|---|---|---|
| | | | | | |

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

1) actual air time and charges for each spot;
2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**

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# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| **Station and Location:** | **Date:** |
|---|---|
| | |

I, _____
do hereby request station time concerning the following issue:

| |
|---|
| |

| **Broadcast Length** | **Time of Day, Rotation or Package** | **Days** | **Class** | **Times per Week** | **Number of Weeks** |
|---|---|---|---|---|---|
| | | | | | |

This broadcast time will be used by: _____

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**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT "COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE." FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

**Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (*e.g.*, any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (*e.g.*, Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).**

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

**☐ Yes ☐ No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

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**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

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## TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

## *TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)*

| Date | Signature | Contact Phone Number |
|---|---|---|
| | | |

### *TO BE SIGNED BY STATION REPRESENTATIVE*

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

| Signature | Printed Name | Title |
|---|---|---|
| | | |

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## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---|---|---|---|---|---|
| | | | | | |

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**

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