NAB Form PB-18 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WESH Orlando, FL	10/18/16

I, Kelly Polce - authorized Media Buyer
do hereby request station time concerning the following issue:

DCCC Anti-Mica

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		AD ordered 10/18-10/24			

This broadcast time will be used by: DCCC

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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):

Congressional Seat Anti-Mica
General Election, Nov 8, 2016

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

DCCC
430 S Capitol Street, SE Washington, DC 20003

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):

Hayley Dierker, COO
Jackie Fortay-Mackay, CFO
Ian Russell, Dept Exec Dir | Pol Dire

See attachment

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

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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.**

7/1

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

~~4/20~~/16	Kelly Blue	202-338-8700
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

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

Signature	Justin Jones	WSM
	Printed Name	Title

Reservation: Final total, individual spot rate, and class of time, subject to change. For inventory management purposes. This request will be evaluated again at a date closer to the election. Unless specified on the line levels below, the class of time to be purchased is pre-emptible with notice.

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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
	As	Ordered 10/18- 10/24			

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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NEWS · PRESS RELEASE

DCCC ANNOUNCES EXECUTIVE TEAM FOR 2016 CYCLE, MOST DIVERSE EVER

TUESDAY, JANUARY 12, 2015

The Democratic Congressional Campaign Committee (DCCC) announced its Executive Leadership Team of battle-tested veterans for the 2016 election cycle who will oversee the strategic objectives for the Committee. Nearly half of the seven Executives at the DCCC for the 2016 cycle are people of color – the most diverse DCCC senior team ever – and the Committee has new talent on the Executive Team overseeing messaging and voter contact, critical elements of the 2016 strategy.

New staff includes Deputy Executive Director for Outreach and Voter Contact Dan Sena, a New Mexico political veteran and former Political Director at the Democratic Governors Association, Ty Matsdorf, former War Room Director at American Bridge and

Campaign Director at Senate Majority PAC, and Senior Advisor Aaron Trujillo. The announcement of additional senior staff will come later in the first quarter.

"These are a diverse group of experienced veterans who know how to build quality campaigns, recruit top candidates and win tough races," said DCCC Executive Director Kelly Ward. "Our team will dedicate their immense talent, drive and skill to winning seats in 2016 and electing a Congress that works for the middle class again."

DCCC Executive Team for the 2016 Cycle:

Hayley Dierker, Chief Operating Officer (COO) and Chief of Staff. Hayley served as COO and Senior Advisor to the Chairman during the 2014 cycle. She was previously the DCCC's Chief of Staff to Chairman Steve Israel and served with Congressmen Scott Murphy and Don Cazayoux.

Brandon English, Deputy Executive Director for Digital Communications and Fundraising. Brandon was Digital Director for the 2014 cycle building a program that raised a record-breaking $70 million for the DCCC from a record 3.5 million online donations. English has overseen a 400% growth of the DCCC's digital program from $14 million in the 2010 cycle to today.

Jackie Forte-Mackay, Chief Financial Officer (CFO). Jackie served as CFO in the 2014 cycle and is charged with overseeing the Committee's finances and compliance reporting with the Federal Elections Commission (FEC). This will mark Ms. Forte-Mackay's 11th cycle as the DCCC's CFO.

Ty Matsdorf, Deputy Executive Director and Director of Strategic Messaging. Ty will coordinate the Communications, Research and Policy Departments. Ty is taking leave from his current position at the Messina Group and has previously served on five Senatorial campaigns and President Obama's 2012 re-election, as communications director for Senators Baucus and Blumenthal, War Room Director and Senior Advisor to the Democratic super PAC American Bridge, and Campaign Director for Senate Majority PAC.

Ian Russell, Deputy Executive Director and Political Director. Ian will oversee candidate recruitment and incumbent protection, including the DCCC's Red-to-Blue and Frontline programs. Ian was Political and Campaign Director at the DCCC in the 2014 cycle and previously served as Midwest Political Director during the 2012 cycle. A native of Michigan, he has worked on federal and state races across the Midwest.

Dan Sena, Deputy Executive Director for Outreach and Voter Contact. Dan will oversee Field and Targeting and serve as Senior

Advisor to Chairman Luján. He brings over 15 years of campaign experience to the DCCC, most recently serving as campaign manager for the successful re-election of Senator Tom Udall in New Mexico. In 2012, Sena served as the Political Director to the Democratic Governors Association (DGA), electing Governors in key battle ground states of MO, NH, MT, WV and WA. Prior to joining the DGA, Sena oversaw the Latino message and turnout efforts for Patriot Majority in Nevada in 2010.

In addition, Chairman Luján has also hired **Aaron Trujillo as Senior Advisor to the Chairman**. Trujillo is a veteran of New Mexico politics and constituent services, Luján's campaigns and Congressional Office and most recently served as Associate Director for Legislative and Intergovernmental Affairs in the Department of Commerce.

The Committee previously announced that Kelly Ward would continue to serve as Executive Director and Missy Kurek as Deputy Executive Director for Finance and Political Director for Democratic Leader Nancy Pelosi.