



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 <u>education.nab.org</u>.

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

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

ן, Ansley Bradwell	_, hereby request station time as follows: See Order for proposed		
schedule and charges. See Invo i	ice for actual schedule and charges		
Check one:			
(1) a legally qualified candidate issue of public importance (e.g., subject of controversy or discus		l office; (3) a national legislative r (4) a political issue that is the	
only to a state or local issue).	message relating to any political matter of	national importance (e.g., relates	
ALL QUE	STIONS/BLOCKS MUST BE CON	MPLETED	
Station time requested by: Ansley Bradw	rell		
Agency name: The Herald Group			
Address: 1800 M St NW #450			
Contact: Ansley Bradwell	Phone number: 770-598-8828	Email: abradwell@theheraldgroup.com	
Name of advertiser/sponsor (list entity's committees] with no acronyms; name m		ral Election Commission [for federal	
Name: Electronic Payments Coalition			
Address: 1747 Pennsylvania Avenue NV	V Suite 1000 Washington DC 20006		
Contact: Jeffrey A. Tassey	Phone number: 202-285-5514	Email:info@electronicpaymentscoalition.org	
Station is authorized to announce the ti	me as paid for by such person or entity.		
List ALL of the chief executive officers of group(s) of the advertiser/sponsor (Use s		or board of directors or other governing	
Richard Hunt, Executive Chairman, richard@Jeffrey Tassey, Chairman, jtass@tasseyand:Pace Bradshaw, rbradsha@visa.com Tucker Foote, Tucker.Foote@mastercard.co Kevin MacMillan, kevin.macmillan@usbank.cBrad Thaler. bthaler@nafcu.oro By signing below, advertiser/sponsor represexecutive committee and board of directors.	associates.com m com esents that those listed above are the only	executive officers, members of the	
If ad refers to a federal candidate(s) or fe	ederal election, list ALL of the following:	✓ N/A	
Name(s) of every candidate referred to:			
Office(s) sought by such candidate(s) (no	o acronyms or abbreviations):		
Date of election:			
Clearly identify EVERY political matter of ad (no acronyms); use separate page if the Credit Card Competition Act	•	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.

Advertiser/Sponsor		Station Representative		
Signature: My		Signature:	Mike Reed	
Name: Ansley Bradwell		Name: Mike Reed		
Date of Request to Purchase Ad Time: 10/30/23		Date of Station Agreement to Sell Time: 10/30/23		
TO BE COMPLETED BY STATION ONLY				
Ad submitted to station? X Yes	No	Date ad received: _	10/30/23	
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:				
X Accepted				
Accepted IN PART (e.g., ad not received to determine content)*				
Rejected – provide reason (optional):				
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 #: 44769003	Station Call Letters: Salem Radio Netwo	ork (see below)	Date Received/Requested: 10/30/23	
Est. #: N/A	Station Location: Salem Radio Netwo	ork Dallas	Run Start and End Dates: Nov 2023 TBD	
<u></u>	16 // 11	1.5		

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.

M-F ET: Hugh Hewitt 6a-9a Interview 1x; Mike Gallagher 9a-12p Interview 1x