

# Agreement Form For Non-Candidate / Issues Advertisements

Station and Location: \_\_\_\_\_

Date: \_\_\_\_\_

I, \_\_\_\_\_, hereby request station time as follows:

Dates of Broadcast	Class of Time	Time of Day, Rotation or Package	Length	Times Per Week	Number of Weeks	Rate

Total Charges: \_\_\_\_\_

Identify the names of all legally qualified candidates for elective office named or identified in the advertisement and the office sought by the candidate.

This airtime will be used by: \_\_\_\_\_

This airtime will be used to address the following issue(s).

- A. Identify **ALL** issues addressed by the announcement
  - a. You must identify **ALL** issues discussing a Political Matters of National Importance. These are matters that are the subject of controversy or discussion at the national level. Consider context in determining whether an advertisement communicates a message relating to a “Political Matter of National Importance”, and Programming that “communicates a Political Matter of National Importance” includes
  - b. references to Legally Qualified Candidates for federal office (presidential, vice presidential or congressional)  
List all candidates referenced and the respective offices to which the candidates are seeking;

- c. any election to Federal office (e.g., any references to “our next senator”, “our person in Washington” or “the President”), list all elections referenced in the me; or
- d. a National Legislative Issue of Public Importance. These include issues that are the subject of federal legislation that has been introduced and is pending in Congress at the time a request for air time is made (e.g., Medicare, National Health Insurance, the national debt, revising the IRS tax code, federal gun control, controlling climate change or any federal legislation) List **all** National Legislative Issues.


Does this programming (in whole or in part) communicate “a message relating to any Political Matter of National Importance,” including a mention of a legally qualified candidate, any election to Federal office or a National Legislative Issue of Public Importance?

Yes       No

If the answer to the foregoing question is “yes,” then a copy of this completed request must be retained by this station placed in the station Online Public File and made publicly available. The file must include all of: “the name of the candidate to which the communication refers and the office to which the candidate is seeking election, the election to which the communication refers, or the issue to which the communication refers (as applicable).

I verify that payment for the above-described broadcast time has been provided by:

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If the payor for this broadcast time is any entity other than an individual person, below are the names, addresses and offices of the chief executive officers or members of the executive committee or members of the board of directors of that entity. (A separate list may be attached if necessary or more convenient. If only one name is supplied by the payor, further inquiry is made for a full list. If only one name is provided after further inquiry, provide a separate letter explaining that inquiry was made and the facts supporting only one name.

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If the undersigned is not the appropriate contact person for the advertiser, please provide the name, address and phone number for such contact person:

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For each program or advertisement, the sponsor agrees to deliver an accurate script or tape to the station at least \_\_\_\_\_ hours before the scheduled time of the first broadcast. The advertiser agrees to indemnify and hold the station harmless for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the requested announcement(s). The station reserves the full right, in its sole discretion, to reject any material or to require that it be modified prior to broadcast.

All broadcasts must identify the sponsor (by name, address and phone number or World Wide Web address) and either name a candidate authorizing the broadcast or state that the broadcast is not authorized by any candidate. In addition, any such broadcast concerning a federal candidate or soliciting contributions to influence federal elections must state: "\_\_\_\_\_ is responsible for the content of this advertising;" with the blank to be filled in with the names of the payor and any connected organizations. A television spot must accompany the audio statement with at least a four second full-screen view of a representative of the sponsor and the printed text of the statement using well-contrasted letters at least 4% of screen height.

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

I agree 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), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

Issue Advertiser Signature \_\_\_\_\_

Signature of Advertiser \_\_\_\_\_ Date \_\_\_\_\_ Phone Number \_\_\_\_\_

Station Representative Signature: \_\_\_\_\_

Accepted       Rejected       Accepted in part [specify portions accepted.]

Signature \_\_\_\_\_

Printed Name and Title \_\_\_\_\_ Date \_\_\_\_\_

Address of advertiser \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Actual Schedule of Broadcasts**

(to be completed after broadcast of all issue advertisements that communicate a message relating to any Political Matter of National Importance. List each broadcast separately. Include all make goods and specify reasons for each)

Dates of Broadcast	Class of Time	Time of Day, Rotation or Package	Length	Times Per Week	Number of Weeks	Rate
Total Charges:						

Actual Schedule Run Summaries or invoices can be attached to this form showing the following:

1. Actual date, exact time, class and charge per spot;
2. Date and exact time for all make-goods (if any) and reasons for them; and
3. Exact date, time, class, and dollar amount for each rebate given (if any).

All of the foregoing information must be placed in the station’s political file as soon as possible. If this information is only generated less frequently than daily, the file should include a contact name that can provide specific spot airing times.

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