

**EFFECTV POLITICAL RECORD OF REQUEST:
NATIONAL AND LOCAL ISSUE ADS**

- Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

OR

- Ad relates to state or local issue and does not communicate a political matter of national importance (i.e., does not refer to a federal candidate/election, or any political matter of national importance such as immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

1. Requested by (Agency name, address, phone number & contact):

Agency Name: Screen Strategies Media

Contact Name: Screen Strategies Media

Phone Number: (703) 272-7300

Address: 11150 Fairfax Blvd., Suite 505

2. Paid for by (Advertiser/sponsor name, address, phone number & contact):

Name: Vote Yes on 2

Contact Name: Screen Strategies Media

Phone Number: (703) 272-7300

Address: 11150 Fairfax Blvd., Suite 505

3. Date of request: 9/14/2020

4. Request received by: Don Draper

5. Content of the ad: Vote Yes on 2

6. If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election: _____

7. If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):

8. List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors: _____

9. If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: YES

10. DMA: Baltimore, Interconnect (Y or N)

Zones: _____

11. Distribution Platform(s): Linear TV; _____ VOD; _____ Digital/websites/apps

12. Date and nature of any follow-ups: _____

13. Disposition:

Accepted – see attached contract details

Rejected – provide reason:

14. Additional Information: