

**COMCAST SPOTLIGHT POLITICAL RECORD OF REQUEST: NATIONAL ISSUE,  
LOCAL ISSUE AND BALLOT MEASURE ADS**

- Ad “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for federal office; (2) any election to federal office; or (3) a national legislative issue of public importance (e.g., Affordable Care Act, IRS tax code, etc.)

**OR**

- Ad relates to state or local issue and does **NOT** communicate a political matter of national importance

**OR**

- Ad relates to a state or local ballot measure
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1. Requested by: **GMMB, 3050 K Street NW, Suite 100, WA DC, 20007;  
Ph: 202.338.8700**
2. Purchaser/Advertiser/Entity Paying for Ad: **American Beverage Association, 1275  
Pennsylvania NW, Suite 1100, WA DC 20004; Ph: 202.463.6732**
3. Date of request: **2/5/2019**
4. Describe Content of the Ad: **reduce sugar in diet, more choices, less sugar**
5. Identify Ballot Measure #: **NA**
6. If ad refers to federal candidate(s) or federal election, list names(s) of candidate(s) referred to, office being sought and date of election:
7. If ad refers to a national legislative issue, identify the national legislative issue:
8. List ALL sponsor’s chief executive officers, members of executive committee or board of directors: **Not Provided**
9. DMA: Portland \_\_\_\_\_ **Interconnect (Y or N)**,  
  
Zones: **DISH**
10. Distribution Platform(s): **\_X\_ Linear TV; \_\_\_VOD; \_\_\_\_\_ Digital/websites/apps**
11. Target Audience (if any): \_\_\_\_\_
12. Date and nature of follow-ups, if any:
13. Disposition:  
 **Accepted – see attached contract details**  
 **Rejected – provide reason:**

**NOTE: YOU MUST INCLUDE COPIES OF ALL IOs, AFFIDAVITS, AND INVOICES FOR (1) ADS OF NATIONAL IMPORTANCE AND (2) ADS AIRING ON DIGITAL PROPERTIES IN THE POLITICAL FILES. SEE IOs, AFFIDAVITS AND INVOICES FOR ADDITIONAL INFORMATION**

**Comcast Representative**

**Name and Title: Mary Kelly, Political Sales Manager    Date: 2/5/2019**

