

**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: \_\_\_ Targeted Platform \_\_\_\_\_

Contact Name: \_\_\_ Catherine Herrick \_\_\_\_\_

Phone Number: \_\_\_ (202)965-5060 \_\_\_\_\_

Address: 6500 ROCK SPRING DR SUITE 200 BETHESDA MD 20817

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

Name: \_\_\_ Accountable.US

Contact Name: \_\_\_ not provided \_\_\_\_\_

Phone Number: \_Not provided but email is <https://www.accountable.us/> \_\_\_\_\_

Address: \_\_\_ 1919 M Street NW, Suite 450, Washington, DC 20036 \_\_\_\_\_

3. Date of request: \_\_\_ 6/11/2021 \_\_\_\_\_

4. Request received by: \_Mary Kelly \_\_\_\_\_

5. Content of the ad: \_\_\_ Negative ad about Microsoft and their attack on voting rights

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):

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Revised 1/8/2020

COM:1066669v2  
COM:1154174v1

8. If ad refers to any state or local election or candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election: \_\_\_\_\_

9. If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise): \_\_\_\_\_

10. List ALL sponsor's chief executive officers OR members of executive committee OR board of directors: \_\_Austin Evers, Shriphal Shah, Caroline Ciccone-Executive director, Mindy Myers, Kyle Herring- President, Brad Woodhouse.

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

12. DMA: \_\_Seattle\_\_\_\_\_, **Interconnect (Y or N)**

Zones: \_\_plus DISH\_\_\_\_\_

13. Distribution Platform(s): \_\_x\_\_ Linear TV; \_\_\_\_\_ VOD; \_\_\_\_\_ Digital/websites/apps

14. Payment Method - NA \_\_\_\_ Cash; \_\_\_\_ Credit Card; \_\_ Check; \_\_\_\_\_ Other (if Other is selected describe payment method)

15. Date and nature of any follow-ups: \_\_\_\_\_

16. Disposition:

Accepted – see attached contract details

Rejected – provide reason: \_\_\_\_Included MNBC News footage

17. Date of ROR completion: \_\_\_\_ 6/21/2021 \_\_\_\_\_

18. Additional Information:

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