

**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.)

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

**Agency Name:** \_\_\_\_\_Canal Partners\_\_\_\_\_

**Contact Name:** \_Chris Brimer\_\_\_\_\_

**Phone Number:** \_770-427-0735\_\_\_\_\_

**Address:** \_25 Whitlock P1 SW Suite 200, Marietta, GA 30064\_\_\_\_\_

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

**Name:** \_\_\_\_Veterans Affairs\_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_800.827.1000\_\_\_\_\_

**Address:** \_\_\_\_810 Vermont Ave, WA DC 20571\_\_\_\_\_

**3. Date of request:** \_\_\_\_10/12/2020\_\_\_\_\_

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

**5. Content of the ad:**\_\_\_\_VA Benefits\_\_\_\_\_

**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:**\_\_\_\_\_

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**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: \_\_\_\_\_ Robert Wilkie \_\_\_\_\_

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: \_\_\_\_\_

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

14. Payment Method \_\_\_\_\_ 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: \_\_\_\_\_

17. Date of ROR completion: 10/16/2020

18. Additional Information:

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