

**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

X 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 Media, LLC ___

Contact Name: ___Cathie Herrick_____

Phone Number: ___202.965.5060_____

Address: ___650 Massachusetts Ave NW, Washington, DC 20001

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

a. **Name:** Paid Leave

b. **Contact Name:** Adam Hoffman

c. **Phone Number:** 202.971.1337

d. **Address:** 1201 Connecticut Avenue NW, Suite 300 Washington, D.C. 20036

3. Date of request: ___10/27/2020_____

4. Request received by: _____Mary Kelly _____

5. Content of the ad:_____Paid Leave _____

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. 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: _____

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: _____ Portland _____, **Interconnect** (Y or N)

Zones: _____

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

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

15. Disposition:

Accepted – see attached contract details

Rejected – provide reason:

16. Date of ROR completion: 10/27/2020

17. Additional Information: