

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

- X 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: Media Fortitude Partners

Contact Name: Carrie Xu

Phone Number: 917-539-4588

Address: 30 Newport Pkwy, Ste 2110, Jersey City, NJ 07310

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

Name: BlackPAC

Contact Name: Adrienne Shropshire

Phone Number: n/a

Address: _2090 Adam Clayton Powell Jr. Blvd, St 201A, NY, NY 10027

3. Date of request: 7/16/20

4. Request received by: Sarah Fuller

5. Content of the ad: pro Black Lives Matter, promote the vote for African Americans

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: Donald Trump, President of the United State, 11/3/20

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

8. List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors:_Adrienne Shropshire, Treasurer and Executive Director;

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

10. DMA:_Detroit, Grand Rapids, Lansing, Interconnect (Y or N)

Zones: _____

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

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

13. Disposition:

☒ Accepted – see attached contract details

☐ Rejected – provide reason:

14. Additional Information: