



WASHINGTON STATE PUBLIC DISCLOSURE COMMISSION POLITICAL ADVERTISING REPORTING CHECKLIST

COMPANY NAME: Sinclair Inc

CANDIDATE/ISSUE NAME: New Direction PAC

DATE SUBMITTED TO PDC POLITICAL FILE (MM/DD/YEAR): 10/23/25

BROADCAST STATION(S): KOMO

DIGITAL ASSET(S): _____

OTHER: _____

Broadcast Requirements:

Air time and number of spot advertisements. If the broadcaster provides additional services such as copy writing, talent, production, and tape reproduction, some type of record or notation evidencing the additional service must be available.

To Comply: Utilize WSAB or NAB Political Form (Federal, State or Local Candidate and/or Non-Candidate/ Issue). Attach contract and when available, affidavits noting airtimes of messages. Note if production services were provided. Archive electronic copy of message in digital folder.

Digital Platforms:

A description of the demographic information, the statistical characteristics of a population (e.g., age, gender, race, location, etc.), of the audiences targeted and reached, to the extent such information is collected by the commercial advertiser as part of its regular course of business, and the total number of impressions generated by the advertisement or communication.

To Comply: Utilize WSAB or NAB Political Form (Federal, State or Local Candidate and/or Non-Candidate/ Issue). Attach contract for services (note above), along with campaign summary including total number of impressions generated by the advertisements.

Retention Period is five (5) years.

Complete PDC Political Advertising Reporting Rules available online at: [Commercial Advertiser Disclosure Guide | Washington State Public Disclosure Commission \(PDC\)](#)

Payment

Payment Made by: Targeted Platform Media

Payment Date: 10/23/25

Amount of Payment: \$48,280

Method of Payment:

- ☐ Cash
- ☐ Check
- ☒ ACH
- ☐ Credit Card

Message Archive

- ☒ Television Messages archived to electronic folder
- ☐ Radio Messages archived to electronic folder
- ☐ Digital Messages archived to electronic folder

Production Services

Were Production Services provided (copywriting, talent, post-production, distribution to other media)?

- ☐ Yes
- ☒ No