

ORDER



Orders
Order / Rev: 1787623
Alt Order #:
Product Desc: District Attorney Steve Tew
Estimate: 10.12-11.2.20
Flight Dates: 10/12/20 - 11/02/20
Original Date / Rev: 09/29/20 / 09/29/20
Order Type: NORMAL

KNOE
Primary AE: Rebecca Marshall
Sales Office: MONL
Sales Region: Local

Agency Name: Empire Media and Management
Buying Contact:
Billing Contact:
 201 Washington St.
 Monroe, LA 71203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Steve Tew District Attorney
Demographic: A35+
Product Codes: Candidate - Local - Judicial
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-05

New Business Thru:
Advertiser External ID: 183468
Agency External ID: 166726
Unit Code: General
Order Separation: 00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/28/20 | 10/25/20 | 15 | \$3,750.00 | \$3,187.50 |
| 10/26/20 | 11/02/20 | 18 | \$4,500.00 | \$3,825.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2020 | 15 | \$3,750.00 | \$3,187.50 | 0.00 |
| November 2020 | 18 | \$4,500.00 | \$3,825.00 | 0.00 |
| Totals | 33 | \$8,250.00 | \$7,012.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Rebecca Marshall | MONL | Local | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|------|---------------|------|-------|------------|
| N 1 | KNOE | 10/12/20 | 11/02/20 | Good Morning Ark-La-Miss Good Morning Ark-La-Miss | CM | 5a-7a | 11111-- | :30 | 5 | \$100.00 | P-05 | 0.00 | NM | 11 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/12/20 | 10/18/20 | 11111-- | | 5 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 10/19/20 | 10/25/20 | ----- | | 0 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 10/26/20 | 11/01/20 | 11111-- | | 5 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 11/02/20 | 11/08/20 | 1----- | | 1 | | | | \$100.00 | | 0.00 | | | |
| N 2 | KNOE | 10/12/20 | 11/02/20 | TV8 Report @ 5p TV8 Report @ 5p | CM | 5p-530p | 11111-- | :30 | 5 | \$350.00 | P-05 | 0.00 | NM | 11 | \$3,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/12/20 | 10/18/20 | 11111-- | | 5 | | | | \$350.00 | | 0.00 | | | |
| | | Week: 10/19/20 | 10/25/20 | ----- | | 0 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 10/26/20 | 11/01/20 | 11111-- | | 5 | | | | \$350.00 | | 0.00 | | | |
| | | Week: 11/02/20 | 11/08/20 | 1----- | | 1 | | | | \$350.00 | | 0.00 | | | |
| N 3 | KNOE | 10/12/20 | 11/02/20 | TV8 report @ 6p TV8 report @ 6p | CM | 559p-630p | 11111-- | :30 | 5 | \$300.00 | P-05 | 0.00 | NM | 11 | \$3,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/12/20 | 10/18/20 | 11111-- | | 5 | | | | \$300.00 | | 0.00 | | | |
| | | Week: 10/19/20 | 10/25/20 | ----- | | 0 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 10/26/20 | 11/01/20 | 11111-- | | 5 | | | | \$300.00 | | 0.00 | | | |
| | | Week: 11/02/20 | 11/08/20 | 1----- | | 1 | | | | \$300.00 | | 0.00 | | | |

Order / Rev: 1787623
 Alt Order #: _____
 Flight Dates: 10/12/20 - 11/02/20

Advertiser: Steve Tew District Attorney
 Product Desc: District Attorney Steve Tew
 Estimate: 10.12-11.2.20

KNOE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|--------|-------|------------|
| | | | | | | | | | | | | | Totals | 33 | \$8,250.00 |

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.
 I, Amanda Lyon, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Steve Tew

Authorized committee: Committee to Elect Steve Tew

Agency requesting time (and contact information): Empire Media & Mgmt. Amanda Lyon
315 791 1267

N/A

Candidate's political party: Independent

Office sought (no acronyms or abbreviations): District Attorney

Date of election: Nov. 3, 2020

General

Primary

Treasurer of candidate's authorized committee: Lisa Cory

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

| Candidate/Committee/Agency | Station Representative |
|---|--|
| Signature: | Signature: |
| Name: <u>Robert S. Tew</u> | Name: <u>Laura Wong</u> |
| Date of Request to Purchase Ad Time: <u>9/26/2020</u> | Date of Station Agreement to Sell Time: <u>9-29-20</u> |

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: _____

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

| | | |
|---------------------------------|---|---|
| Contract #: <i>1787623</i> | Station Call Letters: <i>KNDE</i> | Date Received/Requested: <i>9-29-20</i> |
| Est. #: <i>10.12.20-11.2.20</i> | Station Location: <i>Monroe/EI Dorado</i> | Run Start and End Dates: <i>10-12-20 to 11-2-20</i> |

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.