

ORDER



Orders
Order / Rev: 1787623 *RI*
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 / 10/09/20
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			

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
		<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			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNOE	10/12/20-10/18/20		TV8 report @ 6p		559p-630p	MTWThF----	:30		(\$300.00)		0.00	NM		
		See MG 3.12 [Program Change] NFL													
12	KNOE	10/13/20-10/13/20		CBS NFL RS Late Game		3p-630p	-T-----	:30		\$300.00		0.00	NM		
		Ⓢ MG for 3.2 10/13 [Program change]													
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			
													Totals	33	\$8,250.00



Makegood Form

OFFER 1.0

Advertiser: Dist. Attorney Steve T
 Estimate: 10.12-11.2.20
 Order #: 1787623
 Station: KNOE
 Station #:

Date: 10.9.20
 Market: Monroe-El Dorado
 Rep: Becky Marshall
 Phone: 318-998-4939
 Email: becky.marshall@knoe.com

Approved By: _____

Date: _____

Comments:

The NFL Game will air Tuesday night on CBS, which knocks out our early news, access and prime.

MISSED

Line	Program	Len	Time	Days	Rate	RTG	CPP	WEEKS							Spots	Total \$	GRPs				
								Sept 28	Oct 5	Oct 12	Oct 19	Oct 26	Nov 2	Nov 9				Nov 16	Nov 23	Nov 30	Dec 7
3	TV8 6pm News	:30	6p-6:30p	Tues. 10/13	\$300.00	0.00	0.00			1									1	\$300.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			1	\$300.00	0.00
MISSED TOTALS:																					

OFFERED

Line	Program	Len	Time	Days	Rate	RTG	CPP	WEEKS							Spots	Total \$	GRPs				
								Sept 28	Oct 5	Oct 12	Oct 19	Oct 26	Nov 2	Nov 9				Nov 16	Nov 23	Nov 30	Dec 7
	NFL Buffalo@Tenn.	:30	6p-9p	Tues. 10/13	\$300.00					1									1	\$300.00	0.00
																					0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			0	\$0.00	0.00
																			1	\$300.00	0.00
OFFERED TOTALS:																					

Laura Long

From: Briann Rhodes <brhodes@empiremediaandmgmt.com>
Sent: Friday, October 09, 2020 11:06 AM
To: Laura Long
Subject: Re: KNOE Dist. Attorney Steve Tew Preemptions KNOE 10.9.20

Thats fine, we approve!

From: Laura Long <laura.long@knoe.com>
Sent: Friday, October 9, 2020 10:40 AM
To: Briann Rhodes <brhodes@empiremediaandmgmt.com>; Briann Rhodes <briann_rhodes09@yahoo.com>
Subject: KNOE Dist. Attorney Steve Tew Preemptions KNOE 10.9.20

Please find suggested make good for Steve Tew due to NFL adding Buffalo @ Tennessee game airing Tuesday 6p-9pm. Let me know if you approve.

Laura L. Long

VP/General Manager | KNOE • KAQY • KCWL
1400 Oliver Road | Monroe, LA 71201
d 318.325.8360 | c 941.962.9820 | f 318.388.0070
laura.long@knoe.com | www.knoe.com



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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: Robert S. Tew

Name: Laura Long

Date of Request to Purchase Ad Time: 9/26/2020

Date of Station Agreement to Sell Time: 9-29-20

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: 10-9-20

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 #: <u>1787623</u>	Station Call Letters: <u>KNOE</u>	Date Received/Requested: <u>9-29-20</u>
Est. #: <u>10-12-11-2-20</u>	Station Location: <u>Monroe / El Dorado</u>	Run Start and End Dates: <u>10-12-20 to 11-2-20</u>

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. "Willie Robertson" :30 50% TFN

Willie Robertson endorsing Steve Tew.

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	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> 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:

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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: Name: <u>Robert S. Tew</u> Date of Request to Purchase Ad Time: <u>9/26/2020</u>	Signature: Name: <u>Laura Long</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

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Date:

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"Ashley Herring" i30 50% TFN
Ashley Herring, Attorney endorsing Steve Tew.