

**ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM**

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

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Station time requested by: ONDINE FORTUNE

Agency name: FORTUNE MEDIA INC

Address: 527 AVENUE B REDONDO BEACH CA 90277

Contact: ONDINE FORTUNE | Phone number: 310 686 1035 | Email: Ondine@fortune-media.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: BAYOU BEND HEALTH SYSTEMS

Address: 1097 NORTHWEST BLVD FRANKLIN, LA 70538

Contact: Stephanie Guidry | Phone number: 337-3551373 | Email: sguidry@bayoubendhealth.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Stephanie Guidry CEO  
Bart Folse COO

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:  N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election: 10/14/2023

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:  N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Ondine Fortune</i>	Signature: <i>Scott Chirasson</i>
Name: Ondine Fortune	Name: Scott Chirasson
Date of Request to Purchase Ad Time: 8/2023	Date of Station Agreement to Sell Time: 9/13/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?  Yes  No Date ad received: 9/13/23

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

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted

Accepted IN PART (e.g., ad not received to determine content)\*

Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any:

Contract #: 1167902	Station Call Letters: KXRC-FM	Date Received Requested: 9/13/23
Est. #:	Station Location: Lafayette, LA	Run Start and End Dates: 9/14/23 - 10/13/23

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

# ORDER

**Orders**      **Order / Rev:** 1167902  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Ballot Initiative  
**Estimate:** \_\_\_\_\_ **KXKC-FM**  
**Flight Dates:** 09/12/23 - 10/13/23      **Primary AE:** Daniel Bearden  
**Original Date / Rev:** 09/13/23 / 09/13/23      **Sales Office:** L-LAF  
**Order Type:** GENERAL      **Sales Region:** Local

**Agency**      **Name:** Fortune Media, Inc  
**Buying Contact:** \_\_\_\_\_      **Billing Type:** Cash  
**Billing Contact:** \_\_\_\_\_      **Billing Calendar:** Broadcast  
527 Avenue B      **Billing Cycle:** EOM/EOC  
Redondo Beach, CA 90277      **Agency Commission:** 15%

**Advertiser**      **Name:** Bayou Bend Health Systems-Agency  
**Demographic:** A25-54      **New Business End:** \_\_\_\_\_  
**Product Codes:** Doctors/Hospitals/Clinics      **Advertiser External ID:** \_\_\_\_\_  
**Revenue Code 1:** AGY-AVAIL      **Agency External ID:** \_\_\_\_\_  
**Revenue Code 2:** POL-ISS      **Unit Code:** General  
**Revenue Code 3:** GEN      **Order Separation:** 00:15:00  
**Priority:** P-50

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/23	09/24/23	54	\$2,188.20	\$1,859.97
09/25/23	10/13/23	81	\$3,282.30	\$2,789.95

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	54	\$2,188.20	\$1,859.97	0.00
October 2023	81	\$3,282.30	\$2,789.95	0.00
<b>Totals</b>	<b>135</b>	<b>\$5,470.50</b>	<b>\$4,649.92</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Daniel Bearden	L-LAF	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 2	KXKC	09/14/23	10/13/23	M-F AM Drive	CM	6a-10a	MTWTF--	:30	5	\$58.82	P-50	0.00	NM	25	\$1,470.50
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	---TF--					5	\$58.82		0.00			
		Week: 09/18/23	09/24/23	MTWTF--					5	\$58.82		0.00			
		Week: 09/25/23	10/01/23	MTWTF--					5	\$58.82		0.00			
		Week: 10/02/23	10/08/23	MTWTF--					5	\$58.82		0.00			
		Week: 10/09/23	10/15/23	MTWTF--					5	\$58.82		0.00			
N 3	KXKC	09/14/23	10/13/23	M-F Midday	CM	10a-3p	MTWTF--	:30	5	\$58.82	P-50	0.00	NM	25	\$1,470.50
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	---TF--					5	\$58.82		0.00			
		Week: 09/18/23	09/24/23	MTWTF--					5	\$58.82		0.00			
		Week: 09/25/23	10/01/23	MTWTF--					5	\$58.82		0.00			
		Week: 10/02/23	10/08/23	MTWTF--					5	\$58.82		0.00			
		Week: 10/09/23	10/15/23	MTWTF--					5	\$58.82		0.00			
N 4	KXKC	09/14/23	10/13/23	M-F PM Drive	CM	3p-7p	MTWTF--	:30	5	\$58.82	P-50	0.00	NM	25	\$1,470.50
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	---TF--					5	\$58.82		0.00			
		Week: 09/18/23	09/24/23	MTWTF--					5	\$58.82		0.00			
		Week: 09/25/23	10/01/23	MTWTF--					5	\$58.82		0.00			

Order / Rev: 1167902  
 Alt Order #:  
 Flight Dates: 09/12/23 - 10/13/23

Advertiser: Bayou Bend Health Systems-Agency  
 Product Desc: Ballot Initiative  
 Estimate:  
 KXKC-FM

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: 10/02/23	10/08/23	MTWTF--					5	\$58.82		0.00			
		Week: 10/09/23	10/15/23	MTWTF--					5	\$58.82		0.00			
N 5	KXKC	09/14/23	10/13/23	M-F Evening M-F	CM	7p-12a	MTWTF--	:30	12	\$17.65	P-50	0.00	NM	60	\$1,059.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	---TF--					12	\$17.65		0.00			
		Week: 09/18/23	09/24/23	MTWTF--					12	\$17.65		0.00			
		Week: 09/25/23	10/01/23	MTWTF--					12	\$17.65		0.00			
		Week: 10/02/23	10/08/23	MTWTF--					12	\$17.65		0.00			
		Week: 10/09/23	10/15/23	MTWTF--					12	\$17.65		0.00			
													Totals	135	\$5,470.50

# Order #1167902: Fortune Me../Bayou Bend../Ballot Ini../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
09/13/23 1:11:52 PM	Approval Workflow		[Sales Manager - Ready Default]	Scott Chia	\$5,470.50	135	0.00
09/13/23 1:09:28 PM	Ready for approval		paid approved	Robin Cha	\$5,470.50	135	0.00
09/13/23 12:47:39 PM	New order created		<new order>	Robin Cha	\$0.00	0	0.00

[Sorted by: Date]