

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Arsement Media Group, 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: Louisiana Taxpayer Education Fund

Agency name: Arsement Media Group

Address: 411 E. Demanade Dr. Lafayette, LA 70503

Contact: Kalyn Simon

Phone number: (337) 366-0420

Email: kalyn@arsementmedia.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: Louisiana Taxpayer Education Fund

Address: 1700 Josephine St., Ste. 206 New Orleans, LA 70113

Contact: Evan Bergeron

Phone number: (504) 841-9395

Email: n/a

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

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

Rev. Gregory Mills, William S. Riddle, Evan J. Bergeron

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:

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>K Simon</i>	Signature: <i>Denise Robichaux</i>
Name: Kalyn Simon	Name: <i>Denise Robichaux</i>
Date of Request to Purchase Ad Time: 10.16.2020	Date of Station Agreement to Sell Time: <i>9/23/20</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: *10/16/2020*

Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: <i>31736</i>	Station Call Letters: <i>WBRZ</i>	Date Received/Requested: <i>10/16/2020</i>
Est. #: <i>NA</i>	Station Location: <i>Baton Rouge, LA</i>	Run Start and End Dates: <i>10/21/2020</i>

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.

Contract # 31736
Schedule Dates 10/21/20-10/21/20
Advertiser LA TAXPAYER EDUCATION FUND (4488)
Agency ARSEMENT MEDIA GROUP (1774)
Product Political- Issues (1071)
Brand Flight 10/21 (19547)
Salesperson POLITICAL, Local (1025)
Sales Office WBRZ sales
Buyer Name Simon, Kalyn
Phone/Fax /
CPE N/A
Account Types Local/Political
Billing Type Calendar
Comments

Date Entered 10/16/20
Last Modified 10/16/20
Entered By Beth Button
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$367.50
Net Total \$2,082.50
Sales Tax

ABC (WBRZ)
By Calendar Month
 Oct. 2020 5 \$2,450.00
 Grand Total: 5 \$2,450.00

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/21/20-10/21/20	1	:30	5A- 6A (CST)	1			1					1	\$200.00	\$200.00	ABC (WBRZ)		10/16/20
2.0	Normal Line / SPOT	10/21/20-10/21/20	1	:30	6A- 7A (CST)	1			1					1	\$375.00	\$375.00	ABC (WBRZ)		10/16/20
3.0	Normal Line / SPOT	10/21/20-10/21/20	1	:30	4:57P- News 2 at 5pm	1			1					1	\$550.00	\$550.00	ABC (WBRZ)		10/16/20
4.0	Normal Line / SPOT	10/21/20-10/21/20	1	:30	5:58P- News 2 at 6pm	1			1					1	\$675.00	\$675.00	ABC (WBRZ)		10/16/20
5.0	Normal Line / SPOT	10/21/20-10/21/20	1	:30	9:59P- News 2 at 10pm	1			1					1	\$650.00	\$650.00	ABC (WBRZ)		10/16/20

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____ Date: _____

Comments:

ISSUE ADVERTISING REQUEST SHEET
(To be filled out and kept on file for public inspection)

To: Denise Robichaux/Beth Button

Station: WBRZ

From: Kalyn Simon - Arsement Media Group

Date: 09.23.2020

Issue Advertiser Name:

LA Taxpayer Education Fund

Proposition/Description of Issue:

Against Amend. 5

Position:

PRO Economy, tax (less), jobs

Election Date

11/3/2020

Office Address:

1700 Josephine St Ste 200

New Orleans, LA 70113

Phone#:

504-841-9395

Executive Officers:

Rev. Gregory Mills

William S. Riddle

Fran J Bregeron

Agency Name:

Arsement Media Group

Agency Address:

411 E. Demanade Dr.

Lafayette, LA 70503

Phone#:

(337) 849-3251

Fax#:

n/a

Contact:

Kalyn Simon