

## 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**

<b>Station time requested by:</b> 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

<b>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):</b>		
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).

<b>If ad refers to a federal candidate(s) or federal election, list ALL of the following:</b>	<input checked="" type="checkbox"/> N/A
Name(s) of every candidate referred to:	
Office(s) sought by such candidate(s) (no acronyms or abbreviations):	
Date of election:	

<b>Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:</b>	<input checked="" type="checkbox"/> N/A
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**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.



WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

ARSEMENT MEDIA GROUP  
411 E. DEMANADE DR  
LAFAYETTE, LA 70503

**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)	Spots	Rate
By Calendar Month	5	\$2,450.00
Oct. 2020	5	\$2,450.00
<b>Grand Total:</b>		

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:
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**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

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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

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Agency Name: Arsement Media Group  
Agency Address: 411 E. Demanade Dr.  
Lafayette, LA 70503  
Phone#: (337) 849-3251  
Fax#: n/a  
Contact: Kalyn Simon