

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> WBLZ - Baton Rouge	<b>Date:</b> 8/12/15
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I, Laura Lancaster,  
Buddy Caldwell  
 being/on behalf of: \_\_\_\_\_,  
 a legally qualified candidate of the Republican  
Attorney General  
 political party for the office of: \_\_\_\_\_  
 in the Primary  
 election to be held on: October 24, 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See att'd 10/19 - 10/24			

Attach proposed schedule with charges (if available): SEE ORDER \$13,375 gross  
 \$11,368.75 net

I represent that the payment for the above described broadcast time has been furnished by:

James Caldwell, PO Box 4934 Baton Rouge, AL 70821

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:  
E. Wade Shows

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

**To Be Signed By Candidate or Authorized Committee**

8.4.15

Date

*Laura Lancaster*

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*Denise Robichaux*

Signature

*Denise Robichaux*

Printed Name

*Director of Sales*

Title



WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

JAMESTOWN ASSOCIATES  
3931 S SHERWOOD FORREST BLVD  
STE 2  
BATON ROUGE, LA 70816

**Contract # 19407**  
**Schedule Dates** 10/19/15-10/24/15  
**Advertiser** BUDDY CALDWELL/ATTORNEY GENERAL/R (3707)  
**Agency** JAMESTOWN ASSOCIATES (1209)  
**Product** Political- Candidates ( no conflicts) (1070)  
**Brand** 10/19-10/24 (11909)  
**Salesperson** Eagle, Philadelphia (1050)  
**Sales Office** WBRZ sales  
**Buyer Name** LANCASTER, LAURA  
**Phone/Fax** /  
**CPE** 1019-1024  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** CALDWELL/R/ATTY GEN  
NEW ORDER

**Date Entered** 08/13/15  
**Last Modified** 10/20/15  
**Entered By** Tracy Ritchie  
**CO-OP** No  
**Headline #** ECR08304252  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,006.25  
**Net Total** \$11,368.75  
**Sales Tax**

**ABC (WBRZ)**  
**By Broadcast Month**  
Oct. 2015  
**Grand Total:**

Spots	Rate
48	\$13,375.00
48	\$13,375.00

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
1.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	5A- 6A (CST)	3	X	X	X	X	X			3	\$125.00	\$375.00	ABC (WBRZ)	5A NEWS	10/1/15
2.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	6A- 7A (CST)	3	X	X	X	X	X			3	\$275.00	\$825.00	ABC (WBRZ)	6A NEWS	10/1/15
3.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	7A- Good Morning America - HD	3	X	X	X	X	X			3	\$300.00	\$900.00	ABC (WBRZ)	GMA	10/1/15
4.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	9A- Live with Kelly - HD	1	1	1	1	1	1			5	\$175.00	\$875.00	ABC (WBRZ)	KELLY	10/1/15
5.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	9:58A- The View - HD	2	X	X	X	X	X			2	\$175.00	\$350.00	ABC (WBRZ)	VIEW	10/1/15
6.2	Normal Line / SPOT	10/19/15-10/23/15	2	:30	11A- The Chew	3	X	X	X	X	X			3	\$100.00	\$300.00	ABC (WBRZ)	CHEW	10/1/15
7.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	12P- News 2 at Noon	3	X	X	X	X	X			3	\$150.00	\$450.00	ABC (WBRZ)	NOON NEWS	10/1/15
8.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	2P- FAB Life	2	X	X	X	X	X			2	\$75.00	\$150.00	ABC (WBRZ)	FAB LIFE	10/1/15
9.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	3P- Dr. Phil - HD	2	X	X	X	X	X			1	\$150.00	\$150.00	ABC (WBRZ)	DR PHIL	10/1/15
10.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	4P- News 2 at 4pm	3	X	X	X	X	X			3	\$175.00	\$525.00	ABC (WBRZ)	4P NEWS	10/1/15
11.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	4:28P- Jeopardy - HD	2	X	X	X	X	X			2	\$250.00	\$500.00	ABC (WBRZ)	JEOP	10/1/15
12.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	4:57P- News 2 at 5pm	3	X	X	X	X	X			3	\$350.00	\$1,050.00	ABC (WBRZ)	5P NEWS	10/1/15
13.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	5:58P- News 2 at 6pm	3	X	X	X	X	X			3	\$500.00	\$1,500.00	ABC (WBRZ)	6P NEWS	10/1/15

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:





WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

JAMESTOWN ASSOCIATES  
3931 S SHERWOOD FORREST BLVD  
STE 2  
BATON ROUGE, LA 70816

# Contract # 19407

Schedule Dates	10/19/15-10/24/15	Date Entered	08/13/15
Advertiser	BUDDY CALDWELL/ATTORNEY GENERAL/R (3707	Last Modified	10/20/15
Agency	JAMESTOWN ASSOCIATES (1209)	Entered By	Tracy Ritchie
Product	Political- Candidates ( no conflicts) (1070)	CO-OP	No
Brand	10/19-10/24 (11909)	Headline #	ECR08304252
Salesperson	Eagle, Philadelphia (1050)	Demo	
Sales Office	WBRZ sales	Order Type	Normal
Buyer Name	LANCASTER,LAURA	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	1019-1024	Commission	\$2,006.25
Account Types	National/Political	Net Total	\$11,368.75
Billing Type	Standard	Sales Tax	
Comments	CALDWELL/R/ATTY GEN NEW ORDER		

ABC (WBRZ)		
By Broadcast Month	Spots	Rate
Oct. 2015	48	\$13,375.00
Grand Total:	48	\$13,375.00

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					
14.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	6:28P- Wheel of Fortune - HD	3	X	X	X	X	X			3	\$750.00	\$2,250.00	ABC (WBRZ)	WHEEL	10/1/15					
15.1	Normal Line / SPOT	10/19/15-10/23/15	2	:30	9:59P- News 2 at 10pm	3	X	X	X	X	X			3	\$750.00	\$2,250.00	ABC (WBRZ)	10P NEWS	10/1/15					
16.2	Normal Line / SPOT	10/24/15-10/24/15	2	:30	7A- Good Morning America Saturday - HD	1						X		1	\$100.00	\$100.00	ABC (WBRZ)	SA GMA	10/1/15					
17.1	Normal Line / SPOT	10/23/15-10/23/15	2	:30	9:01P- 20/20 - HD	1					X				\$700.00		ABC (WBRZ)	20/20	10/1/15					
18.0	Normal Line / SPOT	10/21/15-10/23/15	1	:30	3P- Dr. Phil - HD					1	1	1		3	\$225.00	\$675.00	ABC (WBRZ)		10/20/15					
19.0	Normal Line / SPOT	10/23/15-10/23/15	2	:30	12:36A- Jeopard II							1		1	\$25.00	\$25.00	ABC (WBRZ)		10/20/15					
20.0	Normal Line / SPOT	10/23/15-10/23/15	1	:30	2P- FAB Life							1		1	\$125.00	\$125.00	ABC (WBRZ)		10/20/15					
CONFIRMATION CONTRACT																								
Accepted-Agency/Advertiser:					Date:					Accepted-Station:					Date:					Comments:				