

## ORDER

**Orders**  
**Order / Rev:** 573760  
**Alt Order #:**  
**Product Desc:** Alliance for Good Government TV-2017  
**Estimate:**  
**Flight Dates:** 10/02/17 - 10/14/17  
**Original Date / Rev:** 10/02/17 / 10/02/17  
**Order Type:** GENERAL



## WGNO-TV

**Primary AE:** Jonathan Caldwell  
**Sales Office:** LOCAL  
**Sales Region:** Local

**Agency Name:** Browns Public Relations  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 740448  
 New Orleans, LA 70174

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser Name:** Browns Public Relations  
**Demographic:** A25-54  
**Product Codes:** PL4.b  
**Priority:** Default  
**Revenue Code 1:** Direct  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political-PAC

**New Business Thru:** 10/01/18  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/14/17	28	\$3,400.00	\$3,400.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	28	\$3,400.00	\$3,400.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$3,400.00</b>	<b>\$3,400.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jonathan Caldwell			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	26	10/02/17	10/14/17	M-F 5a-7a Good Morning New Orleans	CM	5a-7a	-TWTF--	:30	2	\$70.00	03	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		2				\$70.00		0.00			
		Week: 10/09/17	10/15/17	-TWTF--		2				\$70.00		0.00			
N 2	26	10/02/17	10/14/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	-TWTF--	:30	2	\$155.00	03	0.00	NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		2				\$155.00		0.00			
		Week: 10/09/17	10/15/17	-TWTF--		2				\$155.00		0.00			
N 3	26	10/02/17	10/14/17	M-F 5p-530p News With A Twist 5p	CM	5p-530p	-TWTF--	:30	2	\$135.00	03	0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		2				\$135.00		0.00			
		Week: 10/09/17	10/15/17	-TWTF--		2				\$135.00		0.00			
N 4	26	10/02/17	10/14/17	M-F 6p-630p News With A Twist 6p	CM	6p-630p	MTWTF--	:30	2	\$160.00	03	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		2				\$160.00		0.00			
		Week: 10/09/17	10/15/17	-TWTF--		2				\$160.00		0.00			
N 5	26	10/02/17	10/14/17	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	-TWTF--	:30	2	\$155.00	03	0.00	NM	4	\$620.00

Order / Rev: 573760  
 Alt Order #:  
 Flight Dates: 10/02/17 - 10/14/17

Advertiser: Browns Public Relations  
 Product Desc: Alliance for Good Government TV-2017  
 Estimate: WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	26	10/02/17	10/14/17	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	-TWTF--	:30	2	\$155.00	03	0.00	NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/17	10/08/17	-TWTF--		2				\$155.00		0.00			
	Week:	10/09/17	10/15/17	-TWTF--		2				\$155.00		0.00			
N 6	26	10/02/17	10/14/17	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	2	\$95.00	03	0.00	NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/17	10/08/17	-TWTF--		2				\$95.00		0.00			
	Week:	10/09/17	10/15/17	-TWTF--		2				\$95.00		0.00			
N 7	26	10/02/17	10/14/17	Sa 7a-8a Sa 7a-8a	CM	7a-8a	-----S-	:30	2	\$80.00	03	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/17	10/08/17	-----S-		2				\$80.00		0.00			
	Week:	10/09/17	10/15/17	-----S-		2				\$80.00		0.00			
													Totals	28	\$3,400.00



TV Outlet	Day	Daypart	Program	Fixed Rate	other Rate	Week 1	Week 2	Week 3	Total 3-Week Spots	Cost
WGNO	Mon-Fri	5a-7a	Good Morning NO	\$ 70.00			2	2	4	\$ 280.00
WGNO	Mon-Fri	7a-9a	Good Morning America	\$ 155.00			2	2	4	\$ 620.00
WGNO	Mon-Fri	5:5-30p	News w/Twist	\$ 135.00			0	0	0	\$ -
WGNO	Mon-Fri	5:30-6:00	ABC World News	\$ 135.00			2	2	4	\$ 540.00
WGNO	Mon-Fri	6p - 6:30p	News w/Twist	\$ 160.00			2	2	4	\$ 640.00
WGNO	Mon-Fri	10p - 10:35p	News	\$ 155.00			2	2	4	\$ 620.00
WGNO	Mon-Fri	10:35-11:35p	Jimmy Kimmel	\$ 95.00			2	2	4	\$ 380.00
WGNO	Saturday	7a-8a	GMA Weekend	\$ 80.00			2	2	4	\$ 320.00
WGNO ANT	Mon-Sun	6a-12a	Broad Rotator	\$ 1.00			5	5	10	\$ 10.00
WVNO Thru TV	Mon-Sun	6a-12a	Broad Rotator	\$ 1.00			11	12	23	\$ 23.00
CW/NOLA 38	Mon-Fri	10p-10:30p	Seinfeld	\$ 45.00		0	2	2	4	\$ 180.00
Station Total										\$ 1,411.00

Special Instruction: Orleans Spot A runs 22x; Orleans Spot B runs 22x; St. Tammany-Jeff spot to run 21x

Spot 1:	Orleans Spot A	:30s
Spot 2:	Orleans Spot B	:30s
Spot 3:	St. Tammany-Jefferson Spot 1	:30s

Billing: Brown Public Relations LLC  
Po Box 740448  
New Orleans, LA 70174

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGNO - New Orleans	<b>Date:</b> 9/28/17
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I, **Brown Public Relations LLC - Eddie Brown**

do hereby request station time concerning the following issue:

Endorsed Candidates of the Alliance for Good Government
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached Insertion Order					

This broadcast time will be used by: various candidates

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

--

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Brown Public Relations LLC  
P.O. Box 740448  
New Orleans, LA 70174

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Tim Fandal, Chairman of the Board - Alliance for Good Government

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/28/17

Date



Signature

601-918-4038

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Rocky Daigle

Printed Name

Gen

Title