



PUBLIC RELATIONS, MARKETING & ADVERTISING

Date: August 8, 2019

To: Melvin Jones / Jenny James
 Alpha Media-Shreveport
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 318-841-0799

From: Geriease Smith Hawkins
 Bright Moments, LLC
 504-592-1800

RE: UPDATED INSERTION ORDER 8/9/19 – 8/31/19
 Governor John Bel Edwards Campaign :60 and :30 Media Placement

The updated schedule below will use the payment that has already been made for the August media buy for Governor Edwards. We are changing the buy to reflect both a :60 and a :30 buy on the stations listed below, **so please cancel any spots that remain after Wednesday, August 7th and input the new spots and schedule based on the below information.**

Please send an updated contract and please also reflect the GRP's for this buy. Thank you!

	Total Budget	Total Spots	Total Spots per day part	Total Budget per day part	Day	Daypart	Rate	Length of spot	# Spots/Day	Total Days
OKA The Light 980AM	\$517.68	41	5	\$58.80	M-F	6A-10A	\$11.76	:60	1	5
OKA The Light 980AM			6	\$84.72	M-F	10A-3P	\$14.12	:60	1	6
OKA The Light 980AM			18	\$254.16	M-F	3P-7P	\$14.12	:60	2	9
OKA The Light 980AM			6	\$84.72	SA	10A-3P	\$14.12	:60	2	3
OKA The Light 980AM			6	\$35.28	SU	10A-3P	\$5.88	:60	2	3

	Total Budget	Total Spots	Total Spots per day part	Total Budget per day part	Day	Daypart	Rate	Length of spot	# Spots/Day	Total Days
OKA The Light 980AM	\$504.52	50	8	\$75.28	M-F	6A-10A	\$9.41	:30	1	8
OKA The Light 980AM			10	\$117.60	M-F	10A-3P	\$11.76	:30	1	10
OKA The Light 980AM			20	\$235.20	M-F	3P-7P	\$11.76	:30	2	10
OKA The Light 980AM			6	\$35.28	SA	10A-3P	\$5.88	:30	2	3
OKA The Light 980AM			6	\$35.28	SU	10A-3P	\$5.88	:30	2	3
OKA The Light 980AM			1	\$5.88	SU	10A-3P	\$5.88	:30	1	1

Spot Manager: Placed, 08/09/19-08/31/19



Order Product Description	Length	Weekday	Air Time	Time Period	Order	Rate	CIA	Ad-ID	Channels (Booked)	House #
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Channels (Placed): KOKA

Date: 08/09/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Friday	11:36:10 AM 10a-3p	423397	\$11.76		Donna Education 30	[1] KOKA	SHV2938
Governor John Bel Edwards C	:30		Friday	3:50:00 PM 3p-7p	423397	\$11.76		Donna Education 30	[1] KOKA	SHV2938
Governor John Bel Edwards C	:30		Friday	6:47:00 PM 3p-7p	423397	\$11.76		Donna Education 30	[1] KOKA	SHV2938
						\$35.28				
						\$35.28				

Date: 08/11/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Sunday	10:17:30 AM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	10:49:10 AM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	1:35:30 PM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	2:17:10 PM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	2:47:10 PM 10a-3p	423397	\$5.88			[1] KOKA	
						\$29.40				
						\$29.40				

Date: 08/12/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Monday	6:47:10 AM 6a-10a	423397	\$9.41			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	11:18:15 AM 10a-3p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	2:36:00 PM 10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	3:17:00 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	3:19:15 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	5:19:00 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	5:45:10 PM 3p-7p	423397	\$11.76			[1] KOKA	
						\$87.05				
						\$87.05				

Date: 08/14/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Wednesday	7:48:55 AM 6a-10a	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	8:49:55 AM 6a-10a	423397	\$9.41			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	1:19:30 PM 10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	3:16:00 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	3:49:00 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	4:49:00 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	6:34:10 PM 3p-7p	423397	\$14.12			[1] KOKA	
						\$84.69				
						\$84.69				

Date: 08/16/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Friday	6:48:40 AM 6a-10a	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Friday	9:45:40 AM 6a-10a	423397	\$9.41			[1] KOKA	
Governor John Bel Edwards C	:30		Friday	10:36:00 AM 10a-3p	423397	\$14.12			[1] KOKA	

Date: 08/16/19

[Sorted by: Date]

Spot Manager: Placed, 08/09/19-08/31/19



Order Product Description	Length	Weekday	Air Time	Time Period	Order	Rate	CIA	Ad-ID	Channels (Booked)	House #
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Channels (Placed): KOKA

Date: 08/16/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Friday	11:34:40 AM 10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Friday	3:48:10 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Friday	4:35:15 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Friday	6:18:00 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Friday	6:48:10 PM 3p-7p	423397	\$14.12			[1] KOKA	
						\$98.81				
						\$98.81				

Date: 08/17/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Saturday	10:18:00 AM 10a-3p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Saturday	10:48:00 AM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Saturday	1:46:00 PM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Saturday	2:48:10 PM 10a-3p	423397	\$14.12			[1] KOKA	
						\$40.00				
						\$40.00				

Date: 08/18/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Sunday	10:17:00 AM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	10:47:00 AM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	1:34:00 PM 10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30		Sunday	2:34:00 PM 10a-3p	423397	\$5.88			[1] KOKA	
						\$23.52				
						\$23.52				

Date: 08/19/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Monday	9:42:40 AM 6a-10a	423397	\$9.41			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	2:17:00 PM 10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	3:17:00 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	3:19:45 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	5:17:00 PM 3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	5:45:10 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Monday	5:47:25 PM 3p-7p	423397	\$11.76			[1] KOKA	
						\$84.69				
						\$84.69				

Date: 08/21/19

Advertiser: POL19/John Bel Edwards										
Governor John Bel Edwards C	:30		Wednesday	8:46:40 AM 6a-10a	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	12:45:00 PM 10a-3p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	1:17:00 PM 10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	3:34:10 PM 3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30		Wednesday	4:47:00 PM 3p-7p	423397	\$14.12			[1] KOKA	

[Sorted by: Date]

Spot Manager: Placed, 08/09/19-08/31/19



Order Product Description	Length	Weekday	Air Time	Time Period	Order	Rate	CIA	Ad-ID	Channels Booked	House #
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Channels (Placed): KOKA

Date: 08/21/19

Advertiser: POL19/John Bel Edwards

Governor John Bel Edwards C :30

Wednesday 6:34:00 PM 3p-7p

423397 \$11.76

[1] KOKA

Date: 08/23/19

Advertiser: POL19/John Bel Edwards

Governor John Bel Edwards C :30

Friday 6:46:40 AM 6a-10a

423397 \$9.41

[1] KOKA

Governor John Bel Edwards C :30

Friday 11:34:10 AM 10a-3p

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Friday 1:46:30 PM 10a-3p

423397 \$14.12

[1] KOKA

Governor John Bel Edwards C :30

Friday 3:47:10 PM 3p-7p

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Friday 4:34:00 PM 3p-7p

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Friday 5:17:00 PM 3p-7p

423397 \$14.12

[1] KOKA

Governor John Bel Edwards C :30

Friday 6:47:00 PM 3p-7p

423397 \$14.12

[1] KOKA

\$87.05

Date: 08/24/19

Advertiser: POL19/John Bel Edwards

Governor John Bel Edwards C :30

Saturday 10:17:00 AM 10a-3p

423397 \$5.88

[1] KOKA

Governor John Bel Edwards C :30

Saturday 10:47:00 AM 10a-3p

423397 \$14.12

[1] KOKA

Governor John Bel Edwards C :30

Saturday 11:16:00 AM 10a-3p

423397 \$14.12

[1] KOKA

Governor John Bel Edwards C :30

Saturday 2:34:00 PM 10a-3p

423397 \$5.88

[1] KOKA

\$40.00

Date: 08/25/19

Advertiser: POL19/John Bel Edwards

Governor John Bel Edwards C :30

Sunday 10:34:00 AM 10a-3p

423397 \$5.88

[1] KOKA

Governor John Bel Edwards C :30

Sunday 1:34:00 PM 10a-3p

423397 \$5.88

[1] KOKA

Governor John Bel Edwards C :30

Sunday 2:17:00 PM 10a-3p

423397 \$5.88

[1] KOKA

Governor John Bel Edwards C :30

Sunday 2:47:00 PM 10a-3p

423397 \$5.88

[1] KOKA

\$23.52

Date: 08/26/19

Advertiser: POL19/John Bel Edwards

Governor John Bel Edwards C :30

Monday 7:46:40 AM 6a-10a

423397 \$9.41

[1] KOKA

Governor John Bel Edwards C :30

Monday 9:42:40 AM 6a-10a

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Monday 10:17:10 AM 10a-3p

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Monday 11:47:10 AM 10a-3p

423397 \$14.12

[1] KOKA

Governor John Bel Edwards C :30

Monday 3:17:00 PM 3p-7p

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Monday 3:18:45 PM 3p-7p

423397 \$14.12

[1] KOKA

Governor John Bel Edwards C :30

Monday 5:18:15 PM 3p-7p

423397 \$11.76

[1] KOKA

Governor John Bel Edwards C :30

Monday 5:45:10 PM 3p-7p

423397 \$14.12

[1] KOKA

\$98.81

[Sorted by: Date]

Spot Manager: Placed, 08/09/19-08/31/19



Order Product Description	Length	Weekday	Air Time	Time Period	Order	Rate	G/A	Ad-ID	Channels (Booked)	House #
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Channels (Placed): KOKA

Date: 08/26/19

\$98,811

Advertiser: POL 19/John Bel Edwards

Governor John Bel Edwards C	1:00	Wednesday	7:46:40 AM	6a-10a	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30	Wednesday	8:46:40 AM	6a-10a	423397	\$9.41			[1] KOKA	
Governor John Bel Edwards C	:30	Wednesday	1:17:00 PM	10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	1:00	Wednesday	3:15:10 PM	3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	1:00	Wednesday	3:47:00 PM	3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30	Wednesday	4:47:00 PM	3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30	Wednesday	6:34:00 PM	3p-7p	423397	\$11.76			[1] KOKA	

\$84,691

Date: 08/30/19

Advertiser: POL 19/John Bel Edwards

Governor John Bel Edwards C	:30	Friday	6:46:40 AM	6a-10a	423397	\$9.41			[1] KOKA	
Governor John Bel Edwards C	:30	Friday	10:46:30 AM	10a-3p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	1:00	Friday	11:17:00 AM	10a-3p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	1:00	Friday	3:47:10 PM	3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	1:00	Friday	4:34:00 PM	3p-7p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30	Friday	5:17:10 PM	3p-7p	423397	\$11.76			[1] KOKA	
Governor John Bel Edwards C	:30	Friday	6:47:00 PM	3p-7p	423397	\$11.76			[1] KOKA	

\$87,051

Date: 08/31/19

Advertiser: POL 19/John Bel Edwards

Governor John Bel Edwards C	1:00	Saturday	10:34:10 AM	10a-3p	423397	\$14.12			[1] KOKA	
Governor John Bel Edwards C	:30	Saturday	12:47:00 PM	10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	:30	Saturday	2:17:00 PM	10a-3p	423397	\$5.88			[1] KOKA	
Governor John Bel Edwards C	1:00	Saturday	2:47:00 PM	10a-3p	423397	\$14.12			[1] KOKA	

\$40,001

\$40,001

\$1,022,201

\$1,022,201

[Sorted by: Date]