

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Crystal Heatherly, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Crystal Heatherly

Authorized committee:

N/A

Agency requesting time (and contact information):

N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Tax Collector, Lee County, Mississippi

Date of election:

8/8/2023

General

Primary

Treasurer of candidate's authorized committee:

N/A

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

Candidate/Committee/Agency	Station Representative
Signature:	Signature:
Name: Crystal Heatherly	Name: Jeffrey Covington
Date of Request to Purchase Ad Time: 7/21/2023	Date of Station Agreement to Sell Time: 7/24/2023

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 7/24/2023

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:	Station Call Letters: WSYE-FM	Date Received/Requested: 7/19/2023
Est. #:	Station Location: Houston, MS	Run Start and End Dates: 7/31/2023 - 8/8/2023

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

Hi, I'm Crystal Heatherly and I am your current Lee County tax collector. I have served you in the tax office over 10 years and was appointed tax collector in Sept 2022. Since taking office I have made many significant changes in our office to better the taxpayer experience. I will work hard for you, the taxpayers of Lee County. When you vote for me on August 8th, you are keeping an experienced proven leader in the tax collector's office. So vote for Crystal...it's the clear choice.

Paid for by the committee to elect Crystal Heatherly

THE MISSISSIPPI RADIO GROUP  
 PO BOX 410  
 TUPELO, MS 38802

Order #: 11480-00003  
 Description:  
 Date Entered: 7/24/2023  
 P.O.#:  
 Salesperson: Maharrey, Mark  
 Invoice Frequency: Billed at end of Cal/EOS, Sorted by Date

CRYSTAL HEATHERLY  
 306 CR 1349  
 TUPELO, MS 38804

**On-Air Schedule**

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su	
1	7/31/2023	8/4/2023	WSYE-FM	06:00:00 to 10:00:00	Weekly	:30	5	16.00	80.00	1	1	1	1	1	0	0
2	7/31/2023	8/4/2023	WSYE-FM	10:00:00 to 15:00:00	Weekly	:30	5	12.00	60.00	1	1	1	1	1	0	0
3	7/31/2023	8/4/2023	WSYE-FM	15:00:00 to 19:00:00	Weekly	:30	5	12.00	60.00	1	1	1	1	1	0	0
4	7/31/2023	8/4/2023	WSYE-FM	19:00:00 to Midnight	Weekly	:30	5	6.00	30.00	1	1	1	1	1	0	0
5	8/5/2023	8/5/2023	WSYE-FM	06:00:00 to 10:00:00	Weekly	:30	1	12.00	12.00	0	0	0	0	0	1	0
6	8/5/2023	8/5/2023	WSYE-FM	10:00:00 to 15:00:00	Weekly	:30	1	12.00	12.00	0	0	0	0	0	1	0
7	8/5/2023	8/5/2023	WSYE-FM	15:00:00 to 19:00:00	Weekly	:30	1	12.00	12.00	0	0	0	0	0	1	0
8	8/5/2023	8/5/2023	WSYE-FM	19:00:00 to Midnight	Weekly	:30	1	6.00	6.00	0	0	0	0	0	1	0
9	8/6/2023	8/6/2023	WSYE-FM	06:00:00 to 10:00:00	Weekly	:30	1	11.00	11.00	0	0	0	0	0	0	1
10	8/6/2023	8/6/2023	WSYE-FM	10:00:00 to 15:00:00	Weekly	:30	1	12.00	12.00	0	0	0	0	0	0	1
11	8/6/2023	8/6/2023	WSYE-FM	15:00:00 to 19:00:00	Weekly	:30	1	12.00	12.00	0	0	0	0	0	0	1
12	8/6/2023	8/6/2023	WSYE-FM	19:00:00 to Midnight	Weekly	:30	1	5.00	5.00	0	0	0	0	0	0	1
13	8/7/2023	8/8/2023	WSYE-FM	06:00:00 to 10:00:00	Weekly	:30	2	16.00	32.00	1	1	0	0	0	0	0
14	8/7/2023	8/8/2023	WSYE-FM	10:00:00 to 15:00:00	Weekly	:30	2	12.00	24.00	1	1	0	0	0	0	0
15	8/7/2023	8/8/2023	WSYE-FM	15:00:00 to 19:00:00	Weekly	:30	2	12.00	24.00	1	1	0	0	0	0	0
16	8/7/2023	8/7/2023	WSYE-FM	19:00:00 to Midnight	Weekly	:30	1	6.00	6.00	1	0	0	0	0	0	0

Order Start Date: 7/31/2023    Order End Date: 8/8/2023    Spots: 35    Total Charges: \$398.00

**Projected Calendar Month/End-Of-Schedule Billing Totals for CRYSTAL HEATHERLY / 11480-00003 :**

		<u>Spot Count</u>	<u>Net Billing</u>
July	2023	4	\$46.00
August	2023	31	\$352.00
<b>Total:</b>		<b>35</b>	<b>\$398.00</b>

Confirmed & Accepted for THE MISSISSIPPI RADIO GROUP By: \_\_\_\_\_

Accepted for CRYSTAL HEATHERLY By: \_\_\_\_\_

Please Sign and Return One Copy

Date: 06/20/23

WWMS  
 WZLQ  
 WSYE  
 WELO

Length Station  
 10 WWMS  
 15 WSYE  
 30 WZLQ  
 60 WELO

NEW   
 Mailing Address  
 (If agency, fill in  
 agency & address)

Talent  
 remote:30  
 Promos

Type of Business	Primary	Customer #	Order#	Cart#
Type of Business	Second			
Affidavit & Script	EOS Billing	Contact Name	Phone#	Fax#
Trade	Broadcast Month			
	Calendar Month	Co-Op		

**NOTE**

LENGTH	Start Date	End Date	Start Time	End Time	Cost per Ad	Mon	Tues	Wed	Thur	Fri	Sat	Sun	# Ads per week	Spots	weeks	cost	total\$	Total Spots	
WSYE	30	7/31	8/4	600	1000	\$16.00	1	1	1	1	1		5	5	1	80	80	5	
WSYE	30	7/31	8/4	1000	1500	\$12.00	1	1	1	1	1		5	5	1	60	60	5	
WSYE	30	7/31	8/4	1500	1900	\$12.00	1	1	1	1	1		5	5	1	60	60	5	
WSYE	30	7/31	8/4	1900	2400	\$6.00	1	1	1	1	1		5	5	1	30	30	5	
WSYE	30	8/5	8/5	600	1000	\$12.00						1	1	1	1	12	12	1	
WSYE	30	8/5	8/5	1000	1500	\$12.00						1	1	1	1	12	12	1	
WSYE	30	8/5	8/5	1500	1900	\$12.00						1	1	1	1	12	12	1	
WSYE	30	8/5	8/5	1900	2400	\$6.00						1	1	1	1	6	6	1	
WSYE	30	8/6	8/6	600	1000	\$11.00							1	1	1	11	11	1	
WSYE	30	8/6	8/6	1000	1500	\$12.00							1	1	1	12	12	1	
WSYE	30	8/6	8/6	1500	1900	\$12.00							1	1	1	12	12	1	
WSYE	30	8/6	8/6	1900	2400	\$5.00							1	1	1	5	5	1	
WSYE	30	8/7	8/8	600	1000	\$16.00	1	1					2	2	1	32	32	2	
WSYE	30	8/7	8/8	1000	1500	\$12.00	1	1					2	2	1	24	24	2	
WSYE	30	8/7	8/8	1500	1900	\$12.00	1	1					2	2	1	24	24	2	
WSYE	30	8/7	8/7	1900	2400	\$6.00	1						1	1	1	6	6	1	
														<b>35</b>		<b>398</b>	<b>398</b>	<b>33</b>	<b>0</b>
																		0	0
																		0	0
																		0	0
																		0	0
																		0	0
																		0	0

JAN \_\_\_\_\_ APR \_\_\_\_\_ JULY \_\_\_\_\_ OCT \_\_\_\_\_  
 FEB \_\_\_\_\_ MAY \_\_\_\_\_ AUG \_\_\_\_\_ NOV \_\_\_\_\_  
 MAR \_\_\_\_\_ JUN \_\_\_\_\_ SEPT \_\_\_\_\_ DEC \_\_\_\_\_

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race, ethnicity or gender.

Las partes en este acuerdo de publicidad afirman que no hay nada in este acuerdo, o cualquiera de las acciones, beneficios y obligaciones relativos a la misma, discriminar en cualquier forma sobre la base de raza, etnia o genero.

Salesperson Mark Maharrey

Client \_\_\_\_\_

Crystal Heatherly  
 306 CR 1349  
 Tupelo, MS 38804