

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGNO - NOLA	<b>Date:</b> 4/15/15
---------------------------------------------	-------------------------

I, Smart Media Group

do hereby request station time concerning the following issue:

Grow Louisiana Coalition
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

This broadcast time will be used by: Grow Louisiana Coalition

**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):

Grow Louisiana Coalition

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):

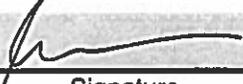
Treasurer: Marc Erhardt

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

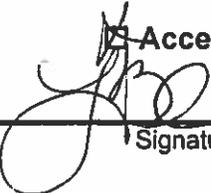
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

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 48 hrs before the time of the scheduled broadcasts.**

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

<u>4/14/15</u>		<u>(703) 518-4747</u>
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
	<u>Linda Anderson</u>	<u>NSM</u>
Signature	Printed Name	Title

### AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

**Attach proposed schedule with charges (if available):**

#### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**

# ORDER



Orders

Order / Rev: 121755  
 Alt Order #: 07731819  
 Product Desc: GROW LA COALITION  
 Estimate: 415421  
 Flight Dates: 04/15/15 - 04/21/15  
 Original Date / Rev: 04/14/15 / 04/14/15  
 Order Type: GENERAL

WGNO-TV  
 Teresa Difuria  
 Primary AE:  
 Sales Office: NPHL  
 Sales Region: National

Agency Name: Smart Media Group LLC

Buying Contact:  
 Billing Contact:  
 1427 Leslie Ave.  
 Alexandria, VA 22301

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Grow Louisiana Coalition  
 Demographic: A35+  
 Product Codes: PL4  
 Priority: 03  
 Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/15	04/21/15	10	\$640.00	\$544.00

Month	# Spots	Gross Amount	Net Amount	Rating
April 2015	10	\$640.00	\$544.00	0.00
<b>Totals</b>	<b>10</b>	<b>\$640.00</b>	<b>\$544.00</b>	<b>0.00</b>

Account Executives

Account Executive: Teresa Difuria  
 Sales Office: NPHL  
 Sales Region: National  
 Start Date / End Date: Start Of Order - End Of Order  
 Order %: 100%

Order Share: 8% Total: \$640.00  
 WGNO-TV: 8% Total: \$640.00  
 Market: 100% Total: \$8,000.00

Competitive Share

Station	Share	Total
CABLE	0%	\$0.00
KGLA	0%	\$0.00
UNKWN	0%	\$0.00
WDSU	21%	\$1,680.00
WHNO	0%	\$0.00

WLAE 0% \$0.00  
 WNOL 0% \$0.00  
 WPXL 0% \$0.00  
 WUPL 0% \$0.00  
 WVUE 12% \$960.00  
 WWL 59% \$4,720.00  
 WYES 0% \$0.00

Order / Rev: 121755  
 All Order #: 07731819  
 Flight Dates: 04/15/15 - 04/21/15

Advertiser: Grow Louisiana Coalition  
 Product Desc: GROW LA COALITION  
 Estimate: 415421

Print Date: 04/14/15 14:59:51  
 Page 2 of 3

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	26	04/17/15	04/17/15	M-F 5p-530p	CM	5:00 PM-5:30 PM	----1--	:30	1	\$90.00	Defat	0.00	NM	1	\$90.00
		News With A Twist 5p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	----1--	1	\$90.00	0.00								
E 2	26	04/17/15	04/17/15	M-F 6a-7a	CM	6:00 AM-7:00 AM	----1--	:30	1	\$40.00	Defat	0.00	NM	1	\$40.00
		M-F 6a-7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	----1--	1	\$40.00	0.00								
E 3	26	04/17/15	04/17/15	M-F 7a-9a	CM	7:00 AM-9:00 AM	----1--	:30	1	\$65.00	Defat	0.00	NM	1	\$65.00
		M-F 7a-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	----1--	1	\$65.00	0.00								
E 4	26	04/20/15	04/20/15	M-F 1035p-1135p	CM	10:35 PM-11:38 PM	-----1	:30	1	\$65.00	Defat	0.00	NM	1	\$65.00
		M-F 1035p-1135p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-----1	1	\$65.00	0.00								
E 5	26	04/20/15	04/20/15	M-F 5p-530p	CM	5:00 PM-5:30 PM	-----1	:30	1	\$90.00	Defat	0.00	NM	1	\$90.00
		News With A Twist 5p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-----1	1	\$90.00	0.00								
E 6	26	04/20/15	04/20/15	M-F 6a-7a	CM	6:00 AM-7:00 AM	-----1	:30	1	\$40.00	Defat	0.00	NM	1	\$40.00
		M-F 6a-7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-----1	1	\$40.00	0.00								
E 7	26	04/18/15	04/18/15	Sa 10p-1030p	CM	10p-1030p	-----1-	:30	1	\$80.00	Defat	0.00	NM	1	\$80.00
		Sa 10p-1030p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	-----1-	1	\$80.00	0.00								
E 8	26	04/16/15	04/16/15	M-F 1035p-1135p	CM	10:35 PM-11:38 PM	-----1	:30	1	\$65.00	Defat	0.00	NM	1	\$65.00
		M-F 1035p-1135p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	-----1	1	\$65.00	0.00								
E 9	26	04/21/15	04/21/15	M-F 6a-7a	CM	6a-7a	-1-----	:30	1	\$40.00	Defat	0.00	NM	1	\$40.00
		M-F 6a-7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/13/15	04/19/15	-1-----	1	\$40.00	0.00								

Order / Rev: 121755  
 Alt Order #: 07731819  
 Flight Dates: 04/15/15 - 04/21/15

Advertiser: Grow Louisiana Coalition  
 Product Desc: GROW LA COALITION  
 Estimate: 415421

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	26	04/21/15	04/21/15	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-1-----	:30	1	\$40.00	Defat	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-1-----	1	\$40.00	0.00								
E 10	26	04/21/15	04/21/15	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	-1-----	:30	1	\$65.00	Defat	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/20/15	04/26/15	-1-----	1	\$65.00	0.00								
<b>Totals</b>														10	\$640.00

REP HEADLINE# 7731819  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 APR14/15 13.07  
 \*\*\* WGNO-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/GROW LOUISIANA COALITN REP.# \_\_\_\_\_ OFF.# 13 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME SMART MEDIA GROUP BUYER NAME JULIE KEANE

1427 LESLIE AVE SALES PRSN PH- TERESA DIFURIA  
 ALEXANDRIA, VA 22301

ORDER # \_\_\_\_\_ CONTRACT # 7731819 CLASS: NATL. LOCAL REGIONAL

PRDCT GROW LA COALITION EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

BLIGHT DATES APR15/15 APR21/15 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE APR14/15 13.07

REP: NEW GROW LA COALITION DARE ORDER  
 TOTAL \$860  
 PLEASE CONFIRM THANKS  
 JAMIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 SMART MEDIA GROUP SUBSCRIBES TO SPOT/DATA ELECTRONIC INVOICING  
 \*\*\*\*\*IDB# 1046\*\*\*\*\*  
 GROW LOUISIANA COALITION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$90.00	4/17	4/17	1		FRI	1
AGENCY ADVERTISER CODE = GLG AGENCY PRODUCT CODE = ORDR AGENCY EST# = 415421 PROGRAM : NEWS WITH ATWIST CON COM1 : NEWS WITH ATWIST												
2			600A-700A	30		\$60.00	4/17	4/17	1		FRI	1
PROGRAM : GOOD MORNING N.O. CON COM1 : GOOD MORNING N.O.												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : GOOD MORNING AMERICA CON COM1 : GOOD MORNING AMERICA	30		\$65.00	4/17	4/17	1		FRI	1
4			1035P-1138P PROGRAM : JIMMY KIMMEL LIVE CON COM1 : JIMMY KIMMEL LIVE	30		\$65.00	4/20	4/20	1		MON	1
5			500P-530P PROGRAM : NEWS WITH APWIST CON COM1 : NEWS WITH APWIST	30		\$90.00	4/20	4/20	1		MON	1
6			600A-700A PROGRAM : GOOD MORNING N.O. CON COM1 : GOOD MORNING N.O.	30		\$40.00	4/20	4/20	1		MON	1
7			1000P-1035P PROGRAM : NEWS WITH A TWIST CON COM1 : NEWS WITH A TWIST	30		\$80.00	4/18	4/18	1		SAT	1
8			1035P-1138P PROGRAM : JIMMY KIMMEL LIVE CON COM1 : JIMMY KIMMEL LIVE	30		\$65.00	4/16	4/16	1		THU	1
9			600A-700A PROGRAM : GOOD MORNING N.O. CON COM1 : GOOD MORNING N.O.	30		\$40.00	4/21	4/21	1		TUE	1
10			700A-900A PROGRAM : GOOD MORNING AMERICA CON COM1 : GOOD MORNING AMERICA	30		\$65.00	4/21	4/21	1		TUE	1
11			1035P-1138P PROGRAM : JIMMY KIMMEL LIVE CON COM1 : JIMMY KIMMEL LIVE	30		\$65.00	4/15	4/15	1		WED	1

REP HEADLINE# 7731819  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 APR14/15 13.07  
 \*\*\* WGNO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			500P-530P	30		\$90.00	4/15	4/15	1		WED	1
PROGRAM : NEWS WITH ATWIST												
CON COM1 : NEWS WITH ATWIST												
13			700A-900A	30		\$65.00	4/15	4/15	1		WED	1
PROGRAM : GOOD MORNING AMERICA												
CON COM1 : GOOD MORNING AMERICA												
APR/15			\$860.00									

MARKET TOTALS \$10,750 WGNO 8%  
 WTL 59% WYUE 22% WDSU 21% WNOL 0% WCCL 0% WUPJ 0%  
 CABL 0% WPXI 0%

SVC- NSI  
 DEMOS- RA35+\*

CONTRACT TOTAL \$860.00  
 TOTAL SPOTS 13