

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Lee Christopher Merckle, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Emily Merckle

Authorized committee:

Emily Merckle Campaign

Agency requesting time (and contact information):

N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

City Court Judge (Shreveport, La)

Date of election:

December 5th, 2020

General

Primary

Treasurer of candidate's authorized committee:

Lee Christopher Merckle

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.

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: Lee Christopher Merckle

Name: **JENNY JAMES**

Date of Request to Purchase Ad Time: **11/25/20**

Date of Station Agreement to Sell Time: **11/25/20**

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: 11/25/20

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 (optional):

*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 #: **523947**

Station Call Letters: **KOKA-AM**

Date Received/Requested:
11/25/20

Est. #: **N/A**

Station Location:
SHREVEPORT, LA

Run Start and End Dates:
11/26/20 - 12/5/20

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.

ORDER



Orders
Order / Rev: 523947
Alt Order #:
Product Desc: Campaign to Elect Emily Merckle
Estimate:
Flight Dates: 11/26/20 - 12/05/20
Original Date / Rev: 11/24/20 / 11/25/20
Order Type: CONTROLLED

KOKA-AM
Primary AE: Bersheika Player
Sales Office: L-SHV
Sales Region: Local

Agency Name: Pol20/Emily Merckle Campaign
Buying Contact:
Billing Contact:
 4830 Line Avenue #163
 Shreveport, LA 71106

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

Advertiser Name: Pol20/Emily Merckle Campaign
Demographic: HH
Product Codes: Candidates
Revenue Code 1: Agency Business
Revenue Code 2: Political
Revenue Code 3: Political Candidate
Priority: P-03

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:28:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/20	11/30/20	25	\$234.00	\$234.00
12/01/20	12/05/20	25	\$264.00	\$264.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	25	\$234.00	\$234.00	0.00
December 2020	25	\$264.00	\$264.00	0.00
Totals	50	\$498.00	\$498.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bersheika Player			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	KOKA	11/26/20	12/05/20	Mo-Fr AM Mo-Fr 6a-10a	CM	6a-10a	-----	:30	0	\$10.00	P-03	0.00	NM	21	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/23/20	11/29/20	---TF--		6		\$10.00		0.00					
		Week: 11/30/20	12/06/20	MTWTF--		15		\$10.00		0.00					
N 2	KOKA	11/26/20	12/05/20	Mo-Fr PM Mo-Fr 3p-7p	CM	3p-7p	-----	:30	0	\$12.00	P-03	0.00	NM	13	\$156.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/23/20	11/29/20	---TF--		4		\$12.00		0.00					
		Week: 11/30/20	12/06/20	MTWTF--		9		\$12.00		0.00					
N 3	KOKA	11/26/20	12/05/20	Sa-Su AM Sa-Su 6a-10a	CM	6a-10a	-----	:30	0	\$6.00	P-03	0.00	NM	6	\$36.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/23/20	11/29/20	-----SS		4		\$6.00		0.00					
		Week: 11/30/20	12/06/20	-----S-		2		\$6.00		0.00					
N 4	KOKA	11/26/20	12/05/20	Sa-Su Midday Sa-Su 10a-3p	CM	10a-3p	-----	:30	0	\$6.00	P-03	0.00	NM	4	\$24.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/23/20	11/29/20	-----S		4		\$6.00		0.00					
		Week: 11/30/20	12/06/20	-----		0		\$6.00		0.00					
N 5	KOKA	11/26/20	12/05/20		CM	10a-3p	-----	:30	0	\$12.00	P-03	0.00	NM	6	\$72.00

Order / Rev: 523947
 Alt Order #: _____
 Flight Dates: 11/26/20 - 12/05/20

Advertiser: Pol20/Emily Merckle Campaign
 Product Desc: Campaign to Elect Emily Merckle **KOKA-AM**
 Estimate: _____

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa-Su Midday											
				Sa-Su 10a-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/23/20	11/29/20	-----S-					3	\$12.00		0.00			
		Week: 11/30/20	12/06/20	-----S-					3	\$12.00		0.00			
													Totals	50	\$498.00

Spot Manager: Placed, 11/26/20-12/05/20



Weekday	Air Time	Time Period	Estimate #	Length	Order	Channels (Booked)	Rate	Ad-ID
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Channels (Placed): KOKA

Date: 11/26/20
Advertiser: Pol20/Emily Merckle Campaign

Thursday	3:36:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Thursday	6:49:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Thursday	6:36:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020
Thursday	8:37:00 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020
Thursday	9:49:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020

\$54.00

Date: 11/27/20

Advertiser: Pol20/Emily Merckle Campaign

Friday	5:19:15 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Friday	9:49:00 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020
Friday	7:35:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020
Friday	4:19:15 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Friday	8:36:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020

\$54.00

Date: 11/28/20

Advertiser: Pol20/Emily Merckle Campaign

Saturday	10:49:15 AM	10a-3p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Saturday	6:50:30 AM	6a-10a		:30	523947 [1]	KOKA	\$6.00	Run Off 2020
Saturday	1:19:15 PM	10a-3p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Saturday	1:48:00 PM	10a-3p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Saturday	8:49:00 AM	6a-10a		:30	523947 [1]	KOKA	\$6.00	Run Off 2020

\$48.00

Date: 11/29/20

Advertiser: Pol20/Emily Merckle Campaign

Sunday	5:20:15 PM	10a-3p		:30	523947 [1]	KOKA	\$6.00	Run Off 2020
Sunday	8:19:15 AM	6a-10a		:30	523947 [1]	KOKA	\$6.00	Run Off 2020
Sunday	12:20:30 PM	10a-3p		:30	523947 [1]	KOKA	\$6.00	Run Off 2020
Sunday	5:49:15 PM	10a-3p		:30	523947 [1]	KOKA	\$6.00	Run Off 2020
Sunday	6:18:00 PM	10a-3p		:30	523947 [1]	KOKA	\$6.00	Run Off 2020
Sunday	6:19:15 AM	6a-10a		:30	523947 [1]	KOKA	\$6.00	Run Off 2020

\$36.00

Date: 11/30/20

Advertiser: Pol20/Emily Merckle Campaign

Monday	7:36:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020
Monday	6:36:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020
Monday	3:50:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	Run Off 2020
Monday	8:36:45 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	Run Off 2020

[Sorted by: Channels (Placed)]

Spot Manager: Placed, 11/26/20-12/05/20



Weekday	Air Time	Time Period	Estimate #	Length	Order	Channels (Booked)	Rate	Ad-ID
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Channels (Placed): KOKA

Date: 11/30/20

Advertiser: Pol120/Emily Merckle Campaign

Date: 12/01/20

Advertiser: Pol120/Emily Merckle Campaign

Tuesday	8:35:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Tuesday	5:36:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
Tuesday	4:48:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
Tuesday	6:36:00 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Tuesday	7:49:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
							\$54.00	
							\$54.00	

Date: 12/02/20

Advertiser: Pol120/Emily Merckle Campaign

Wednesday	6:19:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
Wednesday	6:35:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Wednesday	7:36:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Wednesday	8:36:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Wednesday	4:18:15 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
							\$54.00	
							\$54.00	

Date: 12/03/20

Advertiser: Pol120/Emily Merckle Campaign

Thursday	9:49:00 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Thursday	2:05:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
Thursday	7:49:45 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Thursday	6:37:00 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Thursday	3:17:30 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
							\$54.00	
							\$54.00	

Date: 12/04/20

Advertiser: Pol120/Emily Merckle Campaign

Friday	6:47:15 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Friday	8:47:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Friday	3:49:00 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
Friday	9:34:30 AM	6a-10a		:30	523947 [1]	KOKA	\$10.00	
Friday	5:47:30 PM	3p-7p		:30	523947 [1]	KOKA	\$12.00	
							\$54.00	
							\$54.00	

Date: 12/05/20

Advertiser: Pol120/Emily Merckle Campaign

							\$54.00	
							\$54.00	

[Sorted by: Channels (Placed)]

Spot Manager: Placed, 11/26/20-12/05/20



Weekday Channels (Placed): KOKA Air Time Time Period Estimate # Length Order Channels (Booked) Rate Ad-ID

Date: 12/05/20

Advertiser: Pol/20/Emily Merckle Campaign

Weekday	Air Time	Time Period	Estimate #	Length	Order	Channels (Booked)	Rate	Ad-ID
Saturday	1:47:30 PM	10a-3p		:30	523947 [1]	KOKA	\$12.00	
Saturday	1:17:30 PM	10a-3p		:30	523947 [1]	KOKA	\$12.00	
Saturday	10:48:00 AM	10a-3p		:30	523947 [1]	KOKA	\$12.00	
Saturday	9:47:45 AM	6a-10a		:30	523947 [1]	KOKA	\$6.00	
Saturday	8:47:15 AM	6a-10a		:30	523947 [1]	KOKA	\$6.00	

							\$48.00	
							\$48.00	
							\$498.00	
							\$498.00	
							\$498.00	

[Sorted by: Channels (Placed)]