



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> <b>U. S. Senator/MS</b>	Order No. <b>CHSS WWMS 918 1</b>
Product <b>Political</b>	Order Date <b>9/20/2018</b>
	Flight Date <b>9/26/18-10/02/18</b>
Company <b>Mississippi Radio Group</b>	Buyer <b>Maggie Clark</b>
Network <b>WWMS-FM 97.5</b>	Agency <b>Maggie Clark Media Services, Inc.</b>
Address <b>2214 South Gloster</b> <b>Tupelo, MS 38801</b>	Address <b>139 Bent Creek Drive</b> <b>Brandon, MS 39047</b>
Rep <b>Jeff Covington, Political</b>	Ph: <b>601.992-3111</b>
email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a>	Fax: <b>601.992-4111</b>
Ph <b>(662) 842-7658</b>	<a href="mailto:maggiec@mclarkmedia.com">maggiec@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by: \_\_\_\_\_

Date: 9/21/18

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Special Election will be held Tuesday, 11/6/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Monday, 9/24 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Will be emailed Monday, 9/24.

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	9/26/18	9/28/18	:30				2	2	2		6	1	6	\$18.00	\$ 108.00
1000a	300p	9/26/18	9/28/18	:30				2	2	2		6	1	6	\$17.00	\$ 102.00
300p	700p	9/26/18	9/28/18	:30				2	2	2		6	1	6	\$15.00	\$ 90.00
600a	1000a	10/1/18	10/2/18	:30	2	2						4	1	4	\$18.00	\$ 72.00
1000a	300p	10/1/18	10/2/18	:30	2	2						4	1	4	\$17.00	\$ 68.00
300p	700p	10/1/18	10/2/18	:30	2	2						4	1	4	\$15.00	\$ 60.00
Gross Total																\$ 500.00
Net Due Station												30	6	30		\$ 425.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18 as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

9-21-18

Date Order Released to Station or Cable System

Agent's Signature

*Maggie Clark*

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

*For 9. Cgd REGIONAL SALES*  
Station or Cablecast Representative & Title *men*

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

does

☒

does not

For 9/26-10/2, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒

the **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.

☐

the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

**signature of candidate or authorized committee**

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

**printed name**

9/21/18

**date**

RADIO TRAFFIC



FLIGHT DATES

**September 26 – October 2, 2018**

ISIC / COMMERCIAL TITLE

**CHSS 7007 Endorsement (:30)**

Specific Traffic

*Air CHSS 7007, Endorsement, 100%.*

*The mp3 file was emailed with order & traffic.*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*

Accepted By: \_\_\_\_\_

*[Signature]*

Station Call Letters & Date: \_\_\_\_\_

*9/24/18*

*WWMS-FM*

*Maggie Clark*  
**MEDIA SERVICES**

139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggiec@mclarkmedia.com



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> <b>U. S. Senator/MS</b>	Order No. <b>CHSS WWMS 1018 1</b>
Product <b>Political</b>	Order Date <b>9/27/2018</b>
	Flight Date <b>10/03/18-10/9/18</b>
Company <b>Mississippi Radio Group</b>	Buyer <b>Maggie Clark</b>
Network <b>WWMS-FM 97.5</b>	Agency <b>Maggie Clark Media Services, Inc.</b>
Address <b>2214 South Gloster</b> <b>Tupelo, MS 38801</b>	Address <b>139 Bent Creek Drive</b> <b>Brandon, MS 39047</b>
Rep <b>Jeff Covington, Political</b>	Ph: <b>601.992-3111</b>
email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a>	Fax: <b>601.992-4111</b>
Ph <b>(662) 842-7658</b>	<a href="mailto:maggielc@mclarkmedia.com">maggielc@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by: *Jeff G. Covington* *WWMS* Date: *9/28/18*

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Special Election will be held Tuesday, 11/6/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Monday, 10/1 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Will be emailed Monday OR with order.

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	10/3/18	10/5/18	:30				2	2	2		6	1	6	\$18.00	\$ 108.00
1000a	300p	10/3/18	10/5/18	:30				2	2	2		6	1	6	\$17.00	\$ 102.00
300p	700p	10/3/18	10/5/18	:30				2	2	2		6	1	6	\$15.00	\$ 90.00
600a	1000a	10/8/18	10/9/18	:30	2	2						4	1	4	\$18.00	\$ 72.00
1000a	300p	10/8/18	10/9/18	:30	2	2						4	1	4	\$17.00	\$ 68.00
300p	700p	10/8/18	10/9/18	:30	2	2						4	1	4	\$15.00	\$ 60.00
Gross Total																\$ 500.00
Net Due Station												30	1	30		\$ 425.00



**AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS**

(This agreement is duplicated per the NAB Form PB18 as revised August 27, 2013)

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The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

9-28-18  
Date Order Released to Station or Cable System

Maggie Clark  
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

Jeffrey G. Cyle Regional Sales Manager  
Station or Cablecast Representative & Title

**POST BROADCAST**

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

does

☒

does not

For 10/3-10/9, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **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.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

signature of candidate or authorized committee

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith  
printed name

9/27/18  
date

RADIO TRAFFIC



FLIGHT DATES  
**October 3 - 9, 2018**

ISIC / COMMERCIAL TITLE  
**CHSS 1234 Life (:30)**  
**CHSS 8008 NRA (:30)**

Specific Traffic  
*Please rotate equally CHSS 1234, Life and CHSS 8008, NRA.*  
*Both mp3 files were emailed with order & traffic.*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*

Accepted By: *Jeffrey G. Cyle*  
Station Call Letters & Date: *WWSN* *9/28/18*

*Maggie Clark*  
**MEDIA SERVICES**

139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggie@mclarkmedia.com



*Maggie Clark*  
M.C. SERVICES

Client **Cindy Hyde Smith**  
U. S. Senator/MS  
Product **Political**  
Company **Mississippi Radio Group**  
Network **WWMS-FM 97.5**  
Address **2214 South Gloster**  
**Tupelo, MS 38801**  
Rep **Jeff Covington, Political**  
email [jeffcov@msradiogroup.com](mailto:jeffcov@msradiogroup.com)  
Ph **(662) 842-7658**

**Broadcast Order**  
Order No. **CHSS WWMS 1018**  
Order Date **10/2/2018**  
Flight Date **10/10/18-10/16/18**  
Buyer **Maggie Clark**  
Agency **Maggie Clark Media**  
Address **139 Bent Creek Driv**  
**Brandon, MS 39047**  
Ph: **601.992-3111**  
Fax: **601.992-4111**  
[maggieclark@mcclarkmedia.com](mailto:maggieclark@mcclarkmedia.com)

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by sign  
returning to Agent by email or fax. Thank you.

Accepted for Station by: *Jeff E. Covington*

Date: 10/3

**MAKEGOOD  
POLICY:**

Spots not aired within scheduled Flight Dates, and within Time Periods specified on days require  
paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL  
DISCLAIMER:**

This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee.  
Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Rep  
candidate. The Special Election will be held Tuesday, 11/6/18.

**PAYMENT:**

This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to  
Monday, 10/8 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order fo

**TRAFFIC:**

Will be emailed Monday OR with order.

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE
600a	1000a	10/10/18	10/12/18	:30				2	2	2		6	1	6	\$18.00
1000a	300p	10/10/18	10/12/18	:30				2	2	2		6	1	6	\$17.00
300p	700p	10/10/18	10/12/18	:30				2	2	2		6	1	6	\$15.00
600a	1000a	10/15/18	10/16/18	:30	2	2						4	1	4	\$18.00
1000a	300p	10/15/18	10/16/18	:30	2	2						4	1	4	\$17.00
300p	700p	10/15/18	10/16/18	:30	2	2						4	1	4	\$15.00
Gross Total												30	1	30	\$ 5
Net Due Station															\$ 4.

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

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The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

10-5-8  
Date Order Released to Station or Cable System

*B. Clark*  
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

*Jeffrey G. Cyl* REGIONAL SALES  
Station or Cablecast Representative & Title *mcw*

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

**does**

☒

**does not**

For 10/10-16, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **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.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

**signature of candidate or authorized committee**

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

**printed name**

10/5/18

**date**

RADIO TRAFFIC



FLIGHT DATES  
**October 10 - 16, 2018**

ISIC / COMMERCIAL TITLE  
**NRSC 4095 Back (:30)**

Specific Traffic  
*Please air 100% NRSC 4095, Back.  
mp3 emailed with traffic.*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*

Accepted By: Jeffrey P. Cigo  
Station Call Letters & Date: WWMS 10/8/18

*Maggie Clark*  
**MEDIA SERVICES**

139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggiec@mclarkmedia.com



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> U. S. Senator/MS Product <b>Political</b>	Order No. <b>CHSS WWMS 1018 3</b> Order Date <b>10/12/2018</b> Flight Date <b>10/17/18-10/23/18</b>
Company <b>Mississippi Radio Group</b> Network <b>WWMS-FM 97.5</b> Address <b>2214 South Gloster</b> <b>Tupelo, MS 38801</b> Rep <b>Jeff Covington, Political</b> email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a> Ph <b>(662) 842-7658</b>	Buyer <b>Maggie Clark</b> Agency <b>Maggie Clark Media Services, Inc.</b> Address <b>139 Bent Creek Drive</b> <b>Brandon, MS 39047</b> Ph: <b>601.992-3111</b> Fax: <b>601.992-4111</b> <a href="mailto:maggiec@mclarkmedia.com">maggiec@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by: \_\_\_\_\_ Date: \_\_\_\_\_

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

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1000a	300p	10/17/18	10/19/18	:30				2	2	2		6	1	6	\$17.00	\$ 102.00
300p	700p	10/17/18	10/19/18	:30				2	2	2		6	1	6	\$15.00	\$ 90.00
600a	1000a	10/22/18	10/23/18	:30	2	2						4	1	4	\$18.00	\$ 72.00
1000a	300p	10/22/18	10/23/18	:30	2	2						4	1	4	\$17.00	\$ 68.00
300p	700p	10/22/18	10/23/18	:30	2	2						4	1	4	\$15.00	\$ 60.00
Gross Total																\$ 500.00
Net Due Station												30	1	30		\$ 425.00



## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

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The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

10-12-2018

Date Order Released to Station or Cable System

Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

Station or Cablecast Representative & Title

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.



## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

does

☒

does not

For 10/17-23, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **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.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

signature of candidate or authorized committee

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

printed name

10/12/18

date



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> <b>U. S. Senator/MS</b>	Order No. <b>CHSS WWMS 1018 4</b>
Product <b>Political</b>	Order Date <b>10/19/2018</b>
	Flight Date <b>10/24/18-10/30/18</b>
Company <b>Mississippi Radio Group</b>	Buyer <b>Maggie Clark</b>
Network <b>WWMS-FM 97.5</b>	Agency <b>Maggie Clark Media Services, Inc.</b>
Address <b>2214 South Gloster</b> <b>Tupelo, MS 38801</b>	Address <b>139 Bent Creek Drive</b> <b>Brandon, MS 39047</b>
Rep <b>Jeff Covington, Political</b>	Ph: <b>601.992-3111</b>
email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a>	Fax: <b>601.992-4111</b>
Ph <b>(662) 842-7658</b>	<a href="mailto:maggiecl@mclarkmedia.com">maggiecl@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by: *Jeff G. Covington* Date: 10/19/18

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Special Election will be held Tuesday, 11/6/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Monday, 10/22 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Will be emailed Monday, 10/22 OR emailed with order.

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	10/24/18	10/26/18	:30				2	2	2		6	1	6	\$18.00	\$ 108.00
1000a	300p	10/24/18	10/26/18	:30				2	2	2		6	1	6	\$17.00	\$ 102.00
300p	700p	10/24/18	10/26/18	:30				2	2	2		6	1	6	\$15.00	\$ 90.00
600a	1000a	10/29/18	10/30/18	:30	2	2						4	1	4	\$18.00	\$ 72.00
1000a	300p	10/29/18	10/30/18	:30	2	2						4	1	4	\$17.00	\$ 68.00
300p	700p	10/29/18	10/30/18	:30	2	2						4	1	4	\$15.00	\$ 60.00
Gross Total																\$ 500.00
Net Due Station												30	1	30		\$ 425.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18 as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

10-18-19  
Date Order Released to Station or Cable System

Maggie Clark  
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☐ Accepted ☐ Rejected

Station or Cablecast Representative & Title

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

does

☒

does not

For 10/24-30, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **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.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

signature of candidate or authorized committee

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith  
printed name

10/19/18  
date

**RADIO TRAFFIC**



FLIGHT DATES  
**October 24 - 30, 2018**

ISIC / COMMERCIAL TITLE  
**CHSS 6381 Conservative (:30)**

Specific Traffic  
*Please air 100%*  
*CHSS 6381 "Conservative".*

*mp3 emailed with order & traffic.*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*  
*Emailed: 10/22/18*

Accepted By: \_\_\_\_\_

Station Call Letters & Date: \_\_\_\_\_

*[Signature]*  
*10/22/18*

*Maggie Clark*  
**MEDIA SERVICES**

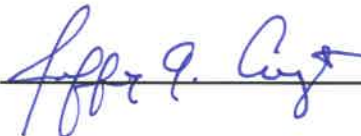
139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggiec@mclarkmedia.com



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> <b>U. S. Senator/MS</b>	Order No. <b>CHSS WWMS 1018 5</b>
Product <b>Political</b>	Order Date <b>10/26/2018</b>
	Flight Date <b>10/31/18-11/06/18</b>
Company <b>Mississippi Radio Group</b>	Buyer <b>Maggie Clark</b>
Network <b>WWMS-FM 97.5</b>	Agency <b>Maggie Clark Media Services, Inc.</b>
Address <b>2214 South Gloster</b>	Address <b>139 Bent Creek Drive</b>
<b>Tupelo, MS 38801</b>	<b>Brandon, MS 39047</b>
Rep <b>Jeff Covington, Political</b>	Ph: <b>601.992-3111</b>
email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a>	Fax: <b>601.992-4111</b>
Ph <b>(662) 842-7658</b>	<a href="mailto:maggiecl@mclarkmedia.com">maggiecl@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by:  Date: 10/29/18

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Special Election will be held Tuesday, 11/6/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Monday, 10/29 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Will be emailed Monday, 10/29 OR emailed with order.

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	10/31/18	11/2/18	:30				2	2	2		6	1	6	\$18.00	\$ 108.00
1000a	300p	10/31/18	11/2/18	:30				2	2	2		6	1	6	\$17.00	\$ 102.00
300p	700p	10/31/18	11/2/18	:30				2	2	2		6	1	6	\$15.00	\$ 90.00
600a	1000a	11/5/18	11/6/18	:30	2	2						4	1	4	\$18.00	\$ 72.00
1000a	300p	11/5/18	11/6/18	:30	2	2						4	1	4	\$17.00	\$ 68.00
300p	700p	11/5/18	11/5/18	:30	2							2	1	2	\$15.00	\$ 30.00
300p	600p	11/6/18	11/6/18	:30		2						2	1	2	\$15.00	\$ 30.00
Gross Total																\$ 500.00
Net Due Station												30	1	30		\$ 425.00



### AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18 as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

10-18-19  
Date Order Released to Station or Cable System

Maggie Clark  
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☐ Accepted ☐ Rejected

\_\_\_\_\_  
Station or Cablecast Representative & Title

### POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

does

☒

does not

10/31-11/6, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **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.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

signature of candidate or authorized committee

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith  
printed name

10/26/18  
date

RADIO TRAFFIC



FLIGHT DATES

**October 31 – November 6, 2018**

ISIC / COMMERCIAL TITLE

**CHSS 7007 Endorsement (:30)**

**CHSS 7677 America (:30)**

Specific Traffic

*Please air in equal rotation (50/50)*

*CHSS 7007 "Endorsement" & CHSS 7677 "America"*

*Both mp3s emailed with traffic.*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*

*Emailed: 10/22/18*

Accepted By: \_\_\_\_\_

*[Signature]*

Station Call Letters & Date: \_\_\_\_\_

*WWME - FW*

*Maggie Clark*  
**MEDIA SERVICES**

139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggiec@mclarkmedia.com



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> <b>U. S. Senator/MS</b> Product <b>Political - Run Off Election</b>	Order No. <b>CHSS WWMS 1118 2</b> Order Date <b>11/7/2018</b> Flight Date <b>11/12/18-11/16/18</b>
Company <b>Mississippi Radio Group</b> Network <b>WWMS-FM 97.5</b> Address <b>2214 South Gloster</b> <b>Tupelo, MS 38801</b> Rep <b>Jeff Covington, Political</b> email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a> Ph <b>(662) 842-7658</b>	Buyer <b>Maggie Clark</b> Agency <b>Maggie Clark Media Services, Inc.</b> Address <b>139 Bent Creek Drive</b> <b>Brandon, MS 39047</b> Ph: <b>601.992-3111</b> Fax: <b>601.992-4111</b> <a href="mailto:maggiec@mclarkmedia.com">maggiec@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by:  Date: 11/7/18

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Run Off Election will be held Tuesday, 11/27/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Friday, 11/9 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Please continue airing CHSS 3541, "Thanksgiving" (:30).

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	11/12/18	11/16/18	:30		2	2	2	2	2		10	1	10	\$18.00	\$ 180.00
1000a	300p	11/12/18	11/16/18	:30		2	2	2	2	2		10	1	10	\$17.00	\$ 170.00
300p	700p	11/12/18	11/16/18	:30		2	2	2	2	2		10	1	10	\$15.00	\$ 150.00
Gross Total																\$ 500.00
Net Due Station																\$ 425.00

**AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS**

(This agreement is duplicated per the NAB Form PB18 as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

11/7/2018

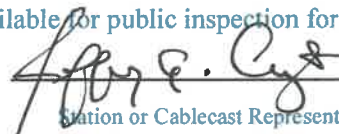
Date Order Released to Station or Cable System



Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

 REGIONAL SALES MGR  
Station or Cablecast Representative & Title

**POST BROADCAST**

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

11/13-TFN

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☒ **does not**

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ **x**

the **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.

☐

the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

**signature of candidate or authorized committee**

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

**printed name**

11/12/18

**date**



**RADIO TRAFFIC: FOR NOV. 7-9 ONLY!**



FLIGHT DATES  
**November 7 - 9, 2018**

ISIC / COMMERCIAL TITLE  
**CHSS 3541 Thanksgiving (:30)**

Specific Traffic  
*Please air 100% inclusive for the dates above!*  
**CHSS 3541 "Thanksgiving"**

*The mp3 was emailed with traffic.*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*  
*Emailed: 11/4/18*

Accepted By: \_\_\_\_\_

Station Call Letters & Date: \_\_\_\_\_

*[Signature]*  
*wams 11/5/18*

*Maggie Clark*  
**MEDIA SERVICES**

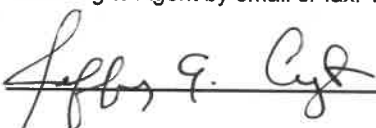
139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggiec@mclarkmedia.com



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> U. S. Senator/MS Product <b>Political - Run Off Election</b>	Order No. <b>CHSS WWMS 1118 3</b> Order Date <b>11/14/2018</b> Flight Date <b>11/19/18-11/27/18</b>
Company <b>Mississippi Radio Group</b> Network <b>WWMS-FM 97.5</b> Address <b>2214 South Gloster</b> <b>Tupelo, MS 38801</b> Rep <b>Jeff Covington, Political</b> email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a> Ph <b>(662) 842-7658</b>	Buyer <b>Maggie Clark</b> Agency <b>Maggie Clark Media Services, Inc.</b> Address <b>139 Bent Creek Drive</b> <b>Brandon, MS 39047</b> Ph: <b>601.992-3111</b> Fax: <b>601.992-4111</b> <a href="mailto:maggiec@mclarkmedia.com">maggiec@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by:  Date: 11/14/18

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Run Off Election will be held Tuesday, 11/27/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Thursday, 11/15 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Traffic will be emailed with order!

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	11/19/18	11/23/18	:30	2	2	2	2	2			10	1	10	\$18.00	\$ 180.00
1000a	300p	11/19/18	11/23/18	:30	2	2	2	2	2			10	1	10	\$17.00	\$ 170.00
300p	700p	11/19/18	11/23/18	:30	2	2	2	2	2			10	1	10	\$15.00	\$ 150.00
600a	1000a	11/26/18	11/27/18	:30	2	2						4	1	4	\$18.00	\$ 72.00
1000a	300p	11/26/18	11/27/18	:30	2	2						4	1	4	\$17.00	\$ 68.00
300p	700p	11/26/18	11/26/18	:30	2							2	1	2	\$15.00	\$ 30.00
300p	600p	11/27/18	11/27/18	:30		2						2	1	2	\$15.00	\$ 30.00
Gross Total																\$ 700.00
Net Due Station													42	1	42	\$ 595.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18 as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

11/14/18

Date Order Released to Station or Cable System

Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

Jeffrey E. Corry REC. SALE MEN  
Station or Cablecast Representative & Title

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week and Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

11/14-TFN

## FEDERAL CANDIDATE CERTIFICATION

**In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.**

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒

does

☐

does not

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒

the **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.

☐

the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

signature of candidate or authorized committee

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

printed name

11/14/18

date

**Radio Traffic: NOV. 13 Until further notice**



FLIGHT DATES  
**November 13, 2018**

ISIC / COMMERCIAL TITLE  
**CHSS 2445 Run-Off (:30)**

Specific Traffic  
*Please air 100% until further notice.*  
**CHSS 2445 "Run-Off"**

*mp3 was emailed with traffic*

*Please sign below and return by email or fax. Thank you.*

**ATTN: POLITICAL SALES CONTACT & TRAFFIC:**

*Please confirm receipt of broadcast instructions and understanding of these instructions by signing below & return to agent. Thank you!*  
*Emailed: 11/12/18*

Accepted By: *Jeff G. Gye*  
Station Call Letters & Date: *11/12/18*

*Maggie Clark*  
**MEDIA SERVICES**

139 Bent Creek Drive/Brandon, MS 39047  
Phone: (601) 992-3111  
Fax: (601) 992-4111  
maggiec@mclarkmedia.com



## Broadcast Order/Confirmation

Client <b>Cindy Hyde Smith</b> U. S. Senator/MS	Order No. <b>CHSS WWMS 1118 1</b>
Product <b>Political - Run Off Election</b>	Order Date <b>11/2/2018</b>
Company <b>Mississippi Radio Group</b>	Flight Date <b>11/7/18-11/9/18</b>
Network <b>WWMS-FM 97.5</b>	Buyer <b>Maggie Clark</b>
Address <b>2214 South Gloster</b>	Agency <b>Maggie Clark Media Services, Inc.</b>
<b>Tupelo, MS 38801</b>	Address <b>139 Bent Creek Drive</b>
Rep <b>Jeff Covington, Political</b>	<b>Brandon, MS 39047</b>
email <a href="mailto:jeffcov@msradiogroup.com">jeffcov@msradiogroup.com</a>	Ph: <b>601.992-3111</b>
Ph <b>(662) 842-7658</b>	Fax: <b>601.992-4111</b>
	<a href="mailto:maggiec@mclarkmedia.com">maggiec@mclarkmedia.com</a>

**ORDER CONFIRMATION:** Please acknowledge receipt of this Order and confirm schedule and rates by signing below and returning to Agent by email or fax. Thank you.

Accepted for Station by: *Jeff G. Galt* Date: *11/2/18*

**MAKEGOOD POLICY:** Spots not aired within scheduled Flight Dates, and within Time Periods specified on days requested will not be paid for unless changes in this schedule were approved by Agent in advance.

**POLITICAL DISCLAIMER:** This schedule has been paid for by Cindy Hyde-Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer. Cindy Hyde-Smith is a legally qualified Republican candidate. The Run Off Election will be held Tuesday, 11/27/18.

**PAYMENT:** This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive Monday, 11/5 by 10:30 a.m. The NAB PB-18 will be on the reverse side of our pre-printed order form.

**TRAFFIC:** Will be emailed Monday, 11/5 OR emailed with order.

FROM	TO	START DATE	END DATE	LEN	M	Tu	W	Th	F	Sa	Mo	SPOTS/ WEEK	TOTAL WEEKS	TOTAL SPOTS	GROSS RATE	GROSS TOTAL
600a	1000a	11/7/18	11/9/18	:30			2	2	2			6	1	6	\$18.00	\$ 108.00
1000a	300p	11/7/18	11/9/18	:30			2	2	2			6	1	6	\$17.00	\$ 102.00
300p	700p	11/7/18	11/9/18	:30			2	2	2			6	1	6	\$15.00	\$ 90.00
Gross Total																\$ 300.00
Net Due Station												18	1	18		\$ 255.00



## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

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The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

11-2-18  
Date Order Released to Station or Cable System

*Maggie Clark*  
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

*Jeffrey G. Cyte* *Regional Sales*  
Station or Cablecast Representative & Title *MAN*

## POST BROADCAST

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(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐

does

☒

does not

11/7-10, 2018

Refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **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.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of a least four seconds and is 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.

*Maggie Clark*

signature of candidate or authorized committee

Maggie Clark, President

Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

printed name

11/2/18

date