

Broadcast Contract

SOUTHERN CAMPAIGN RESOURCES
MELONY BELL
Attn: MARK ZUBALY
12450 AUTOMOBILE BLVD.
CLEARWATER, FL 33762

Start Date 10/27/18	Contract# 580523	Mod# 0
End Date 11/06/18	Date Entered 10/26/18	Date Last Modified 10/26/18
Advertiser MELONY BELL	Station Market WLKF-AM, WPCV-FM	
Product FL HOUSE REPUBLICAN	SalesRep/Office House Political	

Standard Billing Cycle Estimate#

WLKF-AM												
LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS	RATE
			LINE	REMARK							/WK	
1	SA 10/27/18 MO 11/05/18	06:00A-10:00A	30		1	1	1	1	1	1	--	\$5.88
2	SA 10/27/18 MO 11/05/18	10:00A-03:00P	30		1	1	1	1	1	1	--	\$5.88
3	SA 10/27/18 MO 11/05/18	03:00P-07:00P	30		1	1	1	1	1	1	--	\$5.88
4	SA 10/27/18 MO 11/05/18	07:00P-12:00A	30		1	1	1	1	1	1	--	\$5.88
5	SU 10/28/18 SU 11/04/18	12:00P-03:00P	30	--	--	--	--	--	--	1	1	\$5.88
6	SU 10/28/18 SU 11/04/18	03:00P-07:00P	30	--	--	--	--	--	--	1	1	\$5.88
7	SU 10/28/18 SU 11/04/18	07:00P-12:00A	30	--	--	--	--	--	--	1	1	\$5.88
8	TU 11/06/18 TU 11/06/18	06:00A-10:00A	30	--	1	--	--	--	--	--	1	\$5.88
9	TU 11/06/18 TU 11/06/18	10:00A-03:00P	30	--	1	--	--	--	--	--	1	\$5.88
10	TU 11/06/18 TU 11/06/18	03:00P-07:00P	30	--	1	--	--	--	--	--	1	\$5.88

WPCV-FM												
LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS	RATE
			LINE	REMARK							/WK	
1	SA 10/27/18 MO 11/05/18	07:00P-12:00A	30		1	1	1	1	1	1	7	\$35.29

Additional Comments Total Spots Spots Total\$ Agency Commission Net Gross

Hall Communications does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name Title
See reverse for accepted terms and conditions, if any

Name Title
Page 1

Broadcast Contract

SOUTHERN CAMPAIGN RESOURCES
MELONY BELL
Attn: MARK ZUBALY
12450 AUTOMOBILE BLVD.
CLEARWATER, FL 33762

Start Date	Contract#	Mod#
10/27/18	580523	0
End Date	Date Entered	Date Last Modified
11/06/18	10/26/18	10/26/18
Advertiser	Station Market	
MELONY BELL	WLKF-AM,WPCV-FM	
Product	SalesRep/Office	
FL HOUSE REPUBLICAN	House Political	

Standard Billing Cycle Estimate#

51 593.98 \$89.10 \$ 504.88 \$ 593.98

THANK YOU FOR YOUR BUSINESS

Billing Projections: By Month

	Oct 18	Nov 18
CA	288.17	305.81
ST	111.74	482.24

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Name Title
Page 2



Hall Communications Radio Group
404 West Lime Street * Lakeland, FL 33815-4651
Phone (863) 682-8184 - Fax (863) 683-2409
email: arowbotham@halllakeland.com

Date: 10/26/18 New order: ☒

Supersedes contract #-

Start date: 10/27/18 End date: 11/6/18

time order

Advertiser: Melony Bell
Agency: Southern Campaign Resources
Address: 12450 Automobile Blvd
City/State/Zip: Clearwater FL 33762
Contact person: Mark Zubaly
Telephone: 850-443-0243
Fax: #580523
Log listing: #580523
Competing products:

Package/program:

Salesperson: Art Rowbotham- Political

Notes to traffic & accounting: FL House Republican District 56

CHECK ONE:

- ☐ announcement
☐ sponsorship
☒ political
☐ public service
☐ promotional

CHECK ONE:

- ☐ remit invoice
☒ cash in advance

CHECK ONE:

- ☐ stand broadcast month
☒ calendar month

CHECK ONE:

- ☒ end of flight
☐ weekly invoice
☐ monthly invoice
☐ special cycle
describe:

Contract #-

Account #-

Cart #-

Income account:

CHECK ONE:

- ☒ agency
☐ direct

CHECK ONE:

- ☐ cash
☐ trade
☒ credit card
☐ non-commercial

- ☐ WONN ☒ WLKF
☒ WPCV ☐ WWRZ
☐ WONN/WPCV
☐ WLKF/WWRZ
☐ WPCV/WWRZ

☐ Co-op

☐ Affidavit

☐ Exact Time

START DATE	END DATE	LENGTH	DAY PARTS	RATE	M	T	W	SCHEDULE T	F	S	S
WPCV											
10/27/18	11/5/18	:30	7-12 A	\$35.29	1	1	1	1	1	1	1
WLKF											
10/27/18	11/5/18	:30	6-10 A	\$5.88	1	1	1	1	1	1	
			10-3 P	\$5.88	1	1	1	1	1	1	
			3-7 P	\$5.88	1	1	1	1	1	1	
			7-12 A	\$5.88	1	1	1	1	1	1	
10/28/18	11/4/18	:30	12-3 P	\$5.88							1
			3-7 P	\$5.88							1
			7-12 A	\$5.88							1
11/6/18	11/6/18	:30	6-10 A	\$5.88		1					
			10-3 P	\$5.88		1					X 10
			3-7 P	\$5.88		1					X 41
Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
TOTAL										\$ 504.88	

NONDISCRIMINATION POLICY: Hall Communications and its station[s] do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

ADVERTISER: _____ SALESPERSON: _____ APPROVED BY: JA 10/26/18

DATE: _____ DATE: _____ ENTERED BY: _____

TIME REQUESTS FOR POLITICAL CANDIDATES
(For Broadcasts During 2018 Campaign)

Station: WPCV

Office Sought: FL House District 56

Candidate: Melony Bell
(Including Party Requesting Time)

Agent by Whom Made Request: Mark Zubaly

Date, Time, Amount & Class
(Fixed, Preemptable, ROS, Class AA, Class A, etc. requested)

Candidate to Appear ✓ YES NO

Disposition of Request

Date: 10/23/18 Time:

Amount Sold: \$352.90 Class Sold:

Charges Made for Time:

Remarks (1)

Initials of staff member making entry; date of entry; indication of any conditions imposed, e.g., requirement that script be furnished in advance. Use reverse side for further remarks if necessary.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WPCV - Lakeland, FL	Date: 10/26/18
---	--

I, Mark Zubaly,

being/on behalf of: _____,

a legally qualified candidate of the Republican

political party for the office of: State Representative

in the November 2018

election to be held on: November 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Emailed Schedule Attached					

Attach proposed schedule with charges (if available):

WPCV

NAB Form PB-18 Candidates

I represent that the payment for the above described broadcast time has been furnished by

Melony Bell Campaign

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate

The name of the treasurer of the candidate's authorized committee is:

Karen Boswell

This station has disclosed to me its political advertising policies, including: applicable classes and rates, and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

10/26/13

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Art Rowbotham

Art Rowbotham

President

Signature

Printed Name

Title

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

WEEI / PCV

10/06/18

I, Robert J. Kelly,

being/on behalf of: Gov. Kelly's Campaign,

a legally qualified candidate of the Republican

political party for the office of: State Representative

in the November 2018

election to be held on: November 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			Email Schedule Attached		

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished

Melody Bell Company

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kayla Russell

This station has disclosed to me its political advertising policies, including: applicable fees and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

10/24/18 [Signature]
Date Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature] Arthur J. Rowdree 10/24/18
Signature Printed Name Title

Art Rowbotham

From: Mark Zubaly <MarkZ@direct-mail-systems.com>
Sent: Friday, October 26, 2018 11:15 AM
To: Art Rowbotham
Cc: Mark Zubaly
Subject: NAB AND SCHEDULE
Attachments: Doc 10-26-2018 09-43-08.pdf; Melony Bell Oct 2018.MP3

OK Would like to do the wlkf five times a day at 5.88 gross Mon thru Friday next week and Mon and Tuesday 11-5 and 11-6

Total should be around\$250

Would like to do the country four times a day at 35.29 gross Mon thru Friday next week and Mon and Tuesday 11-5 and 11-6

Total should be around \$1000 total

Nab forms attached and the ad we want to play is attached.

Z

From: Mark Zubaly
Sent: Friday, October 26, 2018 9:44 AM
To: Mark Zubaly <MarkZ@direct-mail-systems.com>

Art Rowbotham

From: Mark Zubaly <MarkZ@direct-mail-systems.com>
Sent: Friday, October 26, 2018 2:27 PM
To: Art Rowbotham
Subject: RE:

Ok then get what I can and tell me the gross and net and I will call to pay with credit card Mark Zubaly
850-443-0243

-----Original Message-----

From: Art Rowbotham <arowbotham@hallradio.net>
Sent: Friday, October 26, 2018 2:24 PM
To: Mark Zubaly <MarkZ@direct-mail-systems.com>
Cc: Lisa Gifford <lgifford@hallradio.net>
Subject: FW:

Mark,

As indicated on our rate sheet, we can only air one spot per day in the evening daypart on WPCV. We can air 4 a day on WLKF

except Sundays where we can do three. All buys are payable in advance. Call me with questions.

Art Rowbotham, DCRMC
President
Hall Communications, Inc.
WONN/WPCV/WLKF/WWRZ Radio
404 West Lime Street
Lakeland, FL 33815-4651
Ph: (863) 682-8184 ext. 118

Fx: (863) 683-2409
Cell: (863) 944-1530
arowbotham@hallradio.net

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-----Original Message-----

From: lkld_copier@hallradio.com

[\[mailto:lkld_copier@hallradio.com\]](mailto:lkld_copier@hallradio.com)

Sent: Friday, October 26, 2018 2:11 PM

To: Art Rowbotham

Subject:

ID# 3671 Hall Comm

TASKalfa 4052ci

[00:17:c8:29:1c:2c]

Melony Bell :30 Oct 2018

Hello, I'm Sheriff Grady Judd and you know I'm a big-time supporter of the Second Amendment. I guarantee Melony Bell is, too. Melony supported me in putting well-trained armed guardians in schools to protect your children. Melony Bell is who I recommend for your representative so that we will have a strong advocate for law enforcement rights in Tallahassee. Your vote for Melony will protect our children and our right to carry firearms.

I'm Melony Bell, candidate for Florida House district 56 and I approve this message.