

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Bullseye Public Affairs, hereby request station time as follows: See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Bullseye Public Affairs, LLC
 Address: 200 N. Congress St., Ste. 500, Jackson, MS 39201
 Contact: May H. Nicholas Phone number: 601-948-6020 Email: mnicholas@bullseye

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Safe and Free Louisiana
 Address: P.O. Box 80593, Baton Rouge, LA 70898
 Contact: Margaret Murray Phone number: 404-494-7226 Email:
 Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Rick Thompson - chair person
Jason D. Boles - Treasurer
Margaret v. Murray - Director

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to: Liz Murill

Office(s) sought by such candidate(s) (no acronyms or abbreviations): Attorney General

Date of election: October, 14, 2023

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

public affairs CSMM

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <u>Mary H. Nicholas</u>	Signature: <u>[Signature]</u>
Name: <u>Mary H. Nicholas</u>	Name: <u>Chad Soprano</u>
Date of Request to Purchase Ad Time: <u>9/27/23</u>	Date of Station Agreement to Sell Time: <u>9/27/23</u>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 9/27

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

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected - provide reason:

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

Date and nature of follow-ups, if any:

Contract #: <u>70513-004,005,006</u>	Station Call Letters: <u>KSYL, KAID, KDBS</u>	Date Received/Requested: <u>9/27/23</u>
Est. #: <u>N/A</u>	Station Location: <u>Alexandria, LA</u>	Run Start and End Dates: <u>10/2-10/13/23</u>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.



CENLA BROADCASTING
 ESPN 94.7FM /1410AM/9 / 93.1 HD3
 KDBS-AM
 P O BOX 7057
 ALEXANDRIA, LA 71306
 (318) 445-1234

BULLS EYE PUBLIC AFFAIRS, LLC
 200 N. CONGRESS ST
 SUITE 500
 JACKSON, MS 39206

94.7 ESPN Order Confirmation

OrderID: 70513-006

Sponsor: SAFE AND FREE LOUISIANA
 Product: SAFE AND FREE LOUISIANA
 Estimate/PO:
 AccountRep: CHAD SOPRANO
 BillingCycle: Broadcast Month
 InvoiceType: Detail Affidavit
 Run Dates: 10/2/2023 - 10/13/2023
 Items Ordered: 120
 Ordered Amount: \$2,160.00
 -Agency Commission: -\$324.00
 Net Amount: \$1,836.00

Scheduled Station(s): KDBS 94.7 ESPN SAFE AND FREE LOUISIANA

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Run Dates	Run Weeks	Run Times	Mon	Tue	We	Thu	Fri	Sat	Sun	Week Total	Length	Descripti	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 10/2/2023 - 10/13/2023	All Weeks	6A-10A DRIVE TIME	6	6	6	6	6			30	:30	Spot		190	60	18.00	1,080.00
02 10/2/2023 - 10/13/2023	All Weeks	3P-7P DRIVE TIME	6	6	6	6	6			30	:30	Spot		190	60	18.00	1,080.00

Broadcast Month Projected Billing:

Oct-23	2,160.00	Nov-23	0.00	Dec-23	0.00	Q4-2023	2,160.00
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Confirmed Correct; Payment Guaranteed

Accepted for ESPN 94.7