

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:

WLOX - Biloxi/Gulfport

Date:

August 17, 2015

I, Reed Guice

being/on behalf of: Melvin Brisolara

a legally qualified candidate of the Republican

political party for the office of: Sheriff

in the Harrison County Primary Runoff

election to be held on August 25, 2015

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): Attached

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

Committee to ReElect Melvin Brisolara Harrison County Sheriff

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:

John Heath, CPA

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

August 17, 2015

Date

Red Imani

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

VK Manned

Signature

Valonina Mains

Printed Name

Sales

Title



Sheriff Melvin Brisolara

Buyer:
Advertiser:
Product:
Agency:
Address:

Primary
Acct. Exec: Veronica Maines
Phone #: 228-896-0707
FAX #: 228-896-0729
Email: vmaines@wlox.com

Order Dates: 8/18/2015 - 8/25/2015

Market: BILOXI-GULFPORT [160]

Plan No. 12037

Station	Program Name	Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun	# of Spots	Spot Len	Cost / Spot	Total Cost
Week of 8/17/2015													
WLOX	WLOX NEWS AT 10PM	We-Th 10:00p-10:30p			1	1				2	30	\$625.00	\$1,250.00
WLOX	GD MRN MISS ED	We-Fr 5:00a-6:00a		1	1	1	2			4	30	\$75.00	\$300.00
WLOX	GOOD MRN MISS	We-Fr 6:00a-7:00a		1	1	1	2			4	30	\$225.00	\$900.00
WLOX	GOOD MORNING AMERICA	We-Fr 7:00a-9:00a		1	1	1	2			4	30	\$175.00	\$700.00
WLOX	WLOX NEWS AT 5PM	We-Fr 5:00p-5:30p		1	1	1	1			4	30	\$300.00	\$1,200.00
WLOX	WLOX NEWS AT 6PM	We-Fr 6:00p-6:30p		1	1	1	1			4	30	\$695.00	\$2,780.00
WLOX	LIVE W/KELLY & MICHAEL	We-Fr 9:00a-10:00a		1	1	1	1			4	30	\$100.00	\$400.00
WLOX	WHEEL OF FORTUNE	We-Fr 6:30p-7:00p		1	1	1	1			4	30	\$110.00	\$440.00
WLOX	GOOD MORNING AMERICA	Sat 7:00a-8:00a						2		2	30	\$150.00	\$300.00
WLOX	GOOD MRN MISS WKND 2	Sat 8:00a-8:30a						1		1	30	\$150.00	\$150.00
WLOX	Saints PreSeason Game	Sat 7:00p-10:00p						4		4	30	\$300.00	\$1,200.00
WLOX	GOOD MORNING AMERICA	Sun 7:00a-8:00a							2	2	30	\$65.00	\$130.00
WLOX	WLOX NEWS THIS WEEK	Sun 8:30a-9:00a							1	1	30	\$75.00	\$75.00
WLOX	WLOX NEWS AT 10P	Sun 10:00p-10:30p							1	1	30	\$695.00	\$695.00
Week of 8/24/2015													
WLOX	LIVE W/KELLY & MICHAEL	Mon 9:00a-10:00a	1							1	30	\$100.00	\$100.00
WLOX	WLOX NEWS AT 5PM	Mon 5:00p-5:30p	2							2	30	\$450.00	\$900.00
WLOX	WLOX NEWS AT 6PM	Mon 6:00p-6:30p	2							2	30	\$695.00	\$1,390.00
WLOX	WHEEL OF FORTUNE	Mon 6:30p-7:00p	1							1	30	\$625.00	\$625.00
WLOX	WLOX NEWS AT 10PM	Mon 10:00p-10:30p	2							2	30	\$695.00	\$1,390.00
WLOX	GD MRN MISS ED	Mo-Tu 5:00a-6:00a	1	1						2	30	\$135.00	\$270.00
WLOX	GOOD MRN MISS	Mo-Tu 6:00a-7:00a	1	2						3	30	\$325.00	\$975.00
WLOX	GOOD MORNING AMERICA	Mo-Tu 7:00a-9:00a	2	2						4	30	\$225.00	\$900.00

Agency Commission @ 15% Net Cost: \$2,719.50

Net Cost: \$15,410.50

Approved by: *[Signature]*

Total Cost
\$18,130.00

General Summary

Name	Spots	Cost
WLOX	58	\$18,130.00

ORDER

Orders
Order / Rev: 1362879
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 08/18/15 - 08/25/15
Original Date / Rev: 08/17/15 / 08/18/15
Order Type: General
Primary AE: Veronica (Ware) Maines
Sales Office: WLOX
Sales Region: Local

Agency
Name: Guice Agency, The
Buying Contact: Reed Guice
Billing Contact:
PO Drawer 1187
Biloxi, MS 39533-1187
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Brisolara, Melvin/R/Harrison Cou
Demographic: A25-54
Product Codes: PL590
Priority: P12
Revenue Codes: Agency, Political, Pol-Candidate
New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/15	08/25/15	58	\$18,130.00	\$15,410.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2015	58	\$18,130.00	\$15,410.50	0.00
Totals	58	\$18,130.00	\$15,410.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Veronica (Ware) Maines			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	WLOX	08/18/15	08/25/15	WLOX NEWS - M-F 10-10mm	10p-1035p		-----	:30	0	\$625.00	P 5	0.00	NM	2	\$1,250.00
				WLOX News M-F 10-1035P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/17/15	08/23/15	--11---	2	\$625.00	0.00								
		Week: 08/24/15	08/30/15	-----	0	\$625.00	0.00								
N 2	WLOX	08/18/15	08/25/15	WLOX NEWS - M-F 10-10mm	10p-1035p		-----	:30	0	\$695.00	P 2	0.00	NM	2	\$1,390.00
				WLOX News M-F 10-1035P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/17/15	08/23/15	-----	0	\$695.00	0.00								
		Week: 08/24/15	08/30/15	2-----	2	\$695.00	0.00								
N 3	WLOX	08/18/15	08/25/15	GOOD MORNING MISSISSIPPI	5a-6a		-----	:30	0	\$75.00	P 5	0.00	NM	4	\$300.00
				Good Morning Mississippi M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/17/15	08/23/15	--112--	4	\$75.00	0.00								
		Week: 08/24/15	08/30/15	-----	0	\$625.00	0.00								
N 4	WLOX	08/18/15	08/25/15	GOOD MORNING MISSISSIPPI	5a-6a		-----	:30	0	\$135.00	P 2	0.00	NM	2	\$270.00
				Good Morning Mississippi M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/17/15	08/23/15	-----	0	\$695.00	0.00								
		Week: 08/24/15	08/30/15	11-----	2	\$135.00	0.00								
N 5	WLOX	08/18/15	08/25/15	GOOD MORNING MISSISSIPPI	6a-7a		-----	:30	0	\$325.00	P 2	0.00	NM	3	\$975.00
				Good Morning Mississippi M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/17/15	08/23/15	-----	0	\$695.00	0.00								
		Week: 08/24/15	08/30/15	12-----	3	\$325.00	0.00								

Order / Rev: 1362879
 Alt Order #:
 Flight Dates: 08/18/15 - 08/25/15

Advertiser: POL/Brisolara, Melvin/R/Harrison County
 Product Desc: WLOX
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WLOX	08/18/15	08/25/15	NET Good Morning America Good Morning America M-F	Comm	7a-9a	-----	:30	0	\$225.00	P 2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----		0				\$695.00		0.00			
		Week: 08/24/15	08/30/15	22-----		4				\$225.00		0.00			
N 7	WLOX	08/18/15	08/25/15	LIVE Live with Kelly & Michael	Comm	9am-10am	-----	:30	0	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----		0				\$695.00		0.00			
		Week: 08/24/15	08/30/15	1-----		1				\$100.00		0.00			
N 8	WLOX	08/18/15	08/25/15	WLOX NEWS-5P WLOX News 5p	Comm	5p-530p	-----	:30	0	\$450.00	P 2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----		0				\$695.00		0.00			
		Week: 08/24/15	08/30/15	2-----		2				\$450.00		0.00			
N 9	WLOX	08/18/15	08/25/15	WLOX NEWS-6P WLOX News 6p	Comm	6p-630p	-----	:30	0	\$695.00	P 2	0.00	NM	5	\$3,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	--111--		3				\$695.00		0.00			
		Week: 08/24/15	08/30/15	2-----		2				\$695.00		0.00			
N 10	WLOX	08/18/15	08/25/15	SYN 630-7p M-F Wheel of Fortune M-F	Comm	630p-7p	-----	:30	0	\$625.00	P 2	0.00	NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	--111--		3				\$625.00		0.00			
		Week: 08/24/15	08/30/15	1-----		1				\$625.00		0.00			
N 11	WLOX	08/18/15	08/25/15	GOOD MORNING MISSISSIPPI Good Morning Mississippi M-F	Comm	6a-7a	-----	:30	0	\$225.00	P 5	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	--222--		6				\$225.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$625.00		0.00			
N 12	WLOX	08/18/15	08/25/15	NET Good Morning America Good Morning America M-F	Comm	7a-9a	-----	:30	0	\$175.00	P 5	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	--222--		6				\$175.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$625.00		0.00			
N 13	WLOX	08/18/15	08/25/15	LIVE Live with Kelly & Michael	Comm	9am-10am	-----	:30	0	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	--111--		3				\$100.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$100.00		0.00			
N 14	WLOX	08/18/15	08/25/15	WLOX NEWS-5P WLOX News 5p	Comm	5p-530p	-----	:30	0	\$300.00	P 5	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	--111--		3				\$300.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$100.00		0.00			
N 15	WLOX	08/18/15	08/25/15	NET GMA Saturday GOOD MORNING AMERICA S.	Comm	GMA Saturday	-----	:30	0	\$110.00	P 2	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----S-		2				\$110.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$110.00		0.00			
N 16	WLOX	08/18/15	08/25/15	GMM WEEKEND SA 8-830AM GMM WEEKEND SA 8-830AM	Comm	8:00AM-8:30AM	-----	:30	0	\$150.00	P 2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----S-		1				\$150.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$110.00		0.00			
N 17	WLOX	08/18/15	08/25/15	RI Saints Pre-Season Game Saints Pre-Season Game	Comm	630-930p/6-9p	-----	:30	0	\$300.00	P 10	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----S-		4				\$300.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$300.00		0.00			

Order / Rev: 1362879
 Alt Order #:
 Flight Dates: 08/18/15 - 08/25/15

Advertiser: POL/Brisolara, Melvin/R/Harrison County
 Product Desc:
 Estimate:

WLOX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WLOX	08/18/15	08/25/15	NET GMA Sunday GOOD MORNING AMERICA SI	Comm	GMA Sunday	-----	:30	0	\$65.00	P 2	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----S		2				\$65.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$65.00		0.00			
N 19	WLOX	08/18/15	08/25/15	WLOX NEWS THIS WEEK WLOX NEWS THIS WEEK	Comm	8:30AM-9:00AM	-----	:30	0	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----S		1				\$75.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$65.00		0.00			
N 20	WLOX	08/18/15	08/25/15	WLOX NEWS SU 1 WLOX NEWS SUN 1	Comm	10-1030P	-----	:30	0	\$695.00	P 2	0.00	NM	1	\$695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/15	08/23/15	-----S		1				\$695.00		0.00			
		Week: 08/24/15	08/30/15	-----		0				\$65.00		0.00			
Totals														58	\$18,130.00