

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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I, Smart Media Group,  
 being/on behalf of: Hurst for MS Attorney General,  
 a legally qualified candidate of the Republican  
 political party for the office of: Attorney General  
 in the General  
 election to be held on: 11/3/2015

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**

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

Friends of Mike Hurst

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:

Andy Taggart

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***

9/9/15

**Date**

  
**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**

Jalee Smothers

**Printed Name**

NSM

**Title**

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, \_\_\_\_\_  
(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 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.



**signature of candidate or authorized committee**

Smart Media Group

**printed name**

9/9/15

**date**

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

# ORDER WORKSHEET

Rep Order# 10683553 Ver# 1 Status New Traffic Order# 146459 Printed: 09/18/15 12:30 PM 1 of 3  
 EC'd Yes Last Received: 09/18/15 12:29 PM  
 Showing Buylines: All Lines

Station WXXV-TV BILOXI  
 Advertiser (NW80) POLITICAL  
 Product HURST 4 ATTNY GENERA  
 Estimate# 921930  
 Buyer Michele Brooks  
 Agency (SMAR) SMART MEDIA GROUP  
 1427 LESLIE AVE, SUITE #102  
 ALEXANDRIA, VA 22301  
 Agency C/P1/P2/E HURS/ORDR/921930  
 Flight Dates 09/21/15-09/30/15  
 Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (FB2) FRAN BROWN  
 Sales Assistant FRAN  
 Salesperson Phone# 215-563-5400  
 Salesperson Fax# 215-563-2974

## --- CONTRACT COMMENT ---

HURST FOR ATTORNEY GENERAL

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

9/18 NEW ORDER PLEASE CONFIRM, THANK YOU FRAN

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/21-09/21	2	2	\$60.00
2	Tu	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/22-09/22	2	2	\$60.00
3	W	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/23-09/23	2	2	\$60.00
4	Th	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/24-09/24	2	2	\$60.00
5	F	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/25-09/25	2	2	\$60.00
6	M	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/28-09/28	2	2	\$60.00
7	Tu	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/29-09/29	2	2	\$60.00
8	W	4P-5P	DR. PHIL	30	1.0	2.0	\$30.00	09/30-09/30	2	2	\$60.00
9	M	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/21-09/21	1	1	\$65.00
10	Tu	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/22-09/22	1	1	\$65.00

**ORDER WORKSHEET**

Rep Order# 10683553 Ver# 1 Status New  
 EC'd Yes

Traffic Order#

Printed: 09/18/15 12:30 PM  
 Last Received: 09/18/15 12:29 PM  
 Showing Buylines: All Lines

2 of 3

Station WXXV-TV BILOXI  
 Advertiser (NW80) POLITICAL  
 Product HURST 4 ATTNY GENERA  
 Estimate# 921930  
 Buyer Michele Brooks

Agency (SMAR) SMART MEDIA GROUP  
 1427 LESLIE AVE, SUITE #102  
 ALEXANDRIA, VA 22301  
 Agency C/P1/P2/E HURS/ORDR/921930  
 Flight Dates 09/21/15-09/30/15

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (FB2) FRAN BROWN  
 Sales Assistant FRAN  
 Salesperson Phone# 215-563-5400  
 Salesperson Fax# 215-563-2974

In	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	W	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/23-09/23	1	1	\$65.00
12	Th	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/24-09/24	1	1	\$65.00
13	F	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/25-09/25	1	1	\$65.00
14	M	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/28-09/28	1	1	\$65.00
15	Tu	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/29-09/29	1	1	\$65.00
16	W	6P-7P	BIG BANG THEORY	30	1.7	1.7	\$65.00	09/30-09/30	1	1	\$65.00

**---REPORT TOTALS---**

Report Totals: 24 / \$1,000.00

**---SALES MONTHLY TOTALS---**

Sep2015: 15/ \$625.00  
 Order Totals: 24 / \$1,000.00  
 Total GRPs: 29.6

**--- COMPETITIVE ---**

Market Totals \$27,777.78  
 EXXV 2.40% CABL .00% UNKN 94.00% WLOX .00%  
 WXXV 3.60%

**--- COMPETITIVE COMMENTS ---**  
 SHARES ESTIMATED

Books [JUL14]  
 Demos RA35+P

**--- CREDIT RISK ---**

# ORDER WORKSHEET

Rep Order#	10683553	Ver#	1	Status	New	Traffic Order#	Printed:	09/18/15 12:30 PM	3 of 3
EC'd	Yes						Last Received:	09/18/15 12:29 PM	
							Showing Buylines:	All Lines	
Station	WXV-TV BILOXI					Agency	(SMAR) SMART MEDIA GROUP	Rep Firm	MILLENNIUM SALES & MARKETING
Advertiser	(NW80) POLITICAL						1427 LESLIE AVE, SUITE #102	Sales Office	(DC) WASHINGTON
Product	HURST 4 ATTNY GENERA						ALEXANDRIA, VA 22301	Salesperson	(FB2) FRAN BROWN
Estimate#	921930					Agency C/P1/P2/E	HURS/ORDR/921930	Sales Assistant	FRAN
Buyer	Michele Brooks					Flight Dates	09/21/15-09/30/15	Salesperson Phone#	215-563-5400
								Salesperson Fax#	215-563-2974

STANDARD CREDIT TERMS



WXXV-TV  
P.O. Box 2500  
Gulfport, MS 39505

GULFPORT BILLOXI PASCAGOULA

Smart Media Group  
1427 Leslie Ave  
Alexandria, VA 22301

## Contract # 146459

Schedule Dates 09/21/15-09/30/15  
Advertiser Pol - Mike Hurst (13674)  
Agency Smart Media Group (2874)  
Product Political (1176)  
Brand HURST FOR MS AG (40965)  
Salesperson Millenium - Washington, - (1010)  
Sales Office Millenium - Washington  
Buyer Name Brooks, Michele  
Phone/Fax /  
CPE HURS/ORDR/921930  
Account Types National/Spot Agency  
Billing Type Standard  
Comments HURST 4 ATTNY GENERA  
HURST FOR ATTORNEY GENERAL

Date Entered 09/18/15  
Last Modified 09/18/15  
Entered By Jalee Smothers  
CO-OP No  
Headline # ECR10683553  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$150.00  
Net Total \$850.00  
Sales Tax

Gulfport (WXXV)  
By Broadcast Month  
Sep. 2015 15 \$625.00  
Oct. 2015 9 \$375.00  
Grand Total: 24 \$1,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (LN1)	09/21/15-09/21/15	5	:30	4P- Dr. Phil	2	X							2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
2.0	Normal Line / SPOT (LN2)	09/22/15-09/22/15	5	:30	4P- Dr. Phil	2		X						2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
3.0	Normal Line / SPOT (LN3)	09/23/15-09/23/15	5	:30	4P- Dr. Phil	2			X					2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
4.0	Normal Line / SPOT (LN4)	09/24/15-09/24/15	5	:30	4P- Dr. Phil	2				X				2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
5.0	Normal Line / SPOT (LN5)	09/25/15-09/25/15	5	:30	4P- Dr. Phil	2					X			2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
6.0	Normal Line / SPOT (LN6)	09/28/15-09/28/15	5	:30	4P- Dr. Phil	2	X							2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
7.0	Normal Line / SPOT (LN7)	09/29/15-09/29/15	5	:30	4P- Dr. Phil	2		X						2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
8.0	Normal Line / SPOT (LN8)	09/30/15-09/30/15	5	:30	4P- Dr. Phil	2			X					2	\$30.00	\$60.00	Gulfport (WXXV)	DR. PHIL	9/18/15
9.0	Normal Line / SPOT (LN9)	09/21/15-09/21/15	5	:30	6P- 7P (CST)	1	X							1	\$55.00	\$55.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15
10.0	Normal Line / SPOT (LN10)	09/22/15-09/22/15	5	:30	6P- 7P (CST)	1		X						1	\$55.00	\$55.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15
11.0	Normal Line / SPOT (LN11)	09/23/15-09/23/15	5	:30	6P- 7P (CST)	1			X					1	\$55.00	\$55.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15
12.0	Normal Line / SPOT (LN12)	09/24/15-09/24/15	5	:30	6P- 7P (CST)	1				X				1	\$55.00	\$55.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15
13.0	Normal Line / SPOT (LN13)	09/25/15-09/25/15	5	:30	6P- 7P (CST)	1					X			1	\$55.00	\$55.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Morris Network of Mississippi, Inc and its station(s) do not discriminate in advertising contracts on the basis of race or gender. 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.





WXXV-TV  
P.O. Box 2500  
Gulfport, MS 39505

GULFPORT BLOX PASCAGOULA

Smart Media Group  
1427 Leslie Ave  
Alexandria, VA 22301

## Contract # 146459

Schedule Dates 09/21/15-09/30/15  
Advertiser Pol - Mike Hurst (13674)  
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Product Political (1176)  
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Salesperson Millennium - Washington, - (1010)  
Sales Office Millennium - Washington  
Buyer Name Brooks, Michele  
Phone/Fax /  
CPE HURS/ORDR/921930  
Account Types National/Spot Agency  
Billing Type Standard  
Comments HURST 4 ATTNY GENERAL  
HURST FOR ATTORNEY GENERAL

Date Entered 09/18/15  
Last Modified 09/18/15  
Entered By Jalee Smothers  
CO-OP No  
Headline # ECR10683553  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$150.00  
Net Total \$850.00  
Sales Tax

## Gulfport (WXXV)

By Broadcast Month  
Sep. 2015 15 \$625.00  
Oct. 2015 9 \$375.00  
Grand Total: 24 \$1,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT (LN14)	09/28/15-09/28/15	5	:30	6P- 7P (CST)	1	X							1	\$65.00	\$65.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15
15.0	Normal Line / SPOT (LN15)	09/29/15-09/29/15	5	:30	6P- 7P (CST)	1		X						1	\$65.00	\$65.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15
16.0	Normal Line / SPOT (LN16)	09/30/15-09/30/15	5	:30	6P- 7P (CST)	1			X					1	\$65.00	\$65.00	Gulfport (WXXV)	BIG BANG THEORY	9/18/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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