

PEARSON BROADCASTING CONTRACT CONFIRMATION

Contract number: 37734 Order Date: 03/20/20  
 Product Descr: PSA - 3 20 AR AG Price Gouging  
 Customer Order#: AR AG Price Gouging 3 stations  
 Advertiser: In-House (X)  
 Gross billing? n  
 Affidavit? n  
 Exact times? n  
 Notarized script? n  
 Co-op invoice? n  
 Number of inv copies: 1  
 Agency comm: 0.00  
 Rep Firm comm: 0.00  
 Revision number: 25/12  
 Revision date: 03/20/20



Agency: 0 (n/a)  
 Bill to: 0 (n/a)  
 In-House (X)

Account Exec: 41 Tommy Craft  
 Terms: s: c commercial matter  
 Billing group: 1 DUE UPON RECEIPT  
 2 STANDARD BROADCAST MONTH  
 Billing cycle: 14 BILL STANDARD BROADCAST MONTH

Run Dates	Daypart	Qty	-----Vld/Qty/day-----							Rate	Cart#	Copy#	AVAIL	Sales	Type		
From	Thru	/Wk	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Alt	Pri	Length					
03/21/20	05/31/20 12a-12m X	8	8	8	8	8	8	8	8	0	4	0:30	0.00	41019	0	1	Local Sales
03/21/20	05/31/20 12a-12m K	8	8	8	8	8	8	8	8	0	4	0:30	0.00	41019	0	1	Local Sales
03/21/20	05/31/20 12a-12m G	8	8	8	8	8	8	8	8	0	4	0:30	0.00	41019	0	1	Local Sales
03/21/20	05/31/20 12a-12m Digital	8	8	8	8	8	8	8	8	0	4	0:30	0.00	41019	0	1	Local Sales

Billing Projection

February

March

April

May

0 / 0.00 Gross  
0.00 Net

288 / 0.00 Gross  
0.00 Net

896 / 0.00 Gross  
0.00 Net

1120 / 0.00 Gross  
0.00 Net

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Contract number: 37734  
 Product Descr: PSA - 3 20 AR AG Price Gouging  
 Customer Order#: AR AG Price Gouging 3 stations  
 Advertiser: In-House (X)

Order Date: 03/20/20  
 Valid from: 02/24/20  
 Valid thru: 05/31/20

Gross billing? n  
 Affidavit? n  
 Exact times? n  
 Notarized script? n  
 Co-op invoice? n  
 Number of inv copies: 1  
 Agency comm: 0.00  
 Rep Firm comm: 0.00

Agency: 0 (n/a)  
 Bill to: 0 (n/a)  
 In-House (X)

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Run Dates		Daypart or Runtimes	Qty /Wk	-----Vld/Qty/day-----							Length	Rate	Cart#	Copy#	AVAIL	Sales	Type
From	Thru			Mon	Tue	Wed	Thu	Fri	Sat	Sun							

**From:** Arkansas Attorney General <ArkansasAG@public.govdelivery.com>  
**Sent:** Thursday, March 19, 2020 1:43 PM  
**To:** betty.laclair@pearsonbroadcasting.com  
**Subject:** Rutledge Releases PSA Warning Arkansans About Price Gouging

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**FOR IMMEDIATE RELEASE**  
March 19, 2020

**Contact: Amanda Priest**  
(501) 414-2223  
[Amanda.Priest@ArkansasAG.gov](mailto:Amanda.Priest@ArkansasAG.gov)

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## **Rutledge Releases PSA Warning Arkansans About Price Gouging**

*Says, 'Businesses and individuals are not allowed to charge 10 percent more than they were before'*

41019



**LITTLE ROCK** – Arkansas Attorney General Leslie Rutledge released a public service announcement (PSA) to raise awareness of the illegal price-gouging tactics in response to Governor Hutchinson’s Emergency Declaration on March 11.

“The Governor has declared a state of emergency and our price gouging laws have gone into effect,” said Attorney General Rutledge. “Businesses and individuals are not allowed to charge 10 percent more than they were before.”

Any business or individual attempting to price gouge on goods or services can face criminal charges and could face penalties up to \$10,000 per item. Arkansans can file consumer complaints with the Attorney General’s Office if they see price-gouging activity.

The public service announcement can be viewed now on Rutledge’s YouTube page and launched on various networks today, March 19.

Arkansans who have questions can email the office at [oag@ArkansasAG.gov](mailto:oag@ArkansasAG.gov) or call (800) 482-8982.

### **About Attorney General Leslie Rutledge**

Leslie Carol Rutledge is the 56th Attorney General of Arkansas. Elected on November 4, 2014, and sworn in on January 13, 2015, she is the first woman and first Republican in Arkansas history to be elected as Attorney General. She was resoundingly re-elected on November 6, 2018. Since taking office, she has significantly increased the number of arrests and convictions against online predators who exploit children and con artists who steal taxpayer money through Social Security Disability and Medicaid fraud. Further, she has held Rutledge Roundtable meetings and Mobile Office hours in every county of the State each year, and launched a Military and Veterans Initiative. She has led efforts to roll back government regulations that hurt job creators, fight the opioid epidemic, teach internet safety, combat domestic violence and make the office the top law firm for Arkansans. Rutledge serves as Chairwoman of the National Association of Attorneys General Southern Region and re-established and co-chairs the National Association of Attorneys General Committee on Agriculture. As the former Chairwoman of the Republican Attorneys General Association, she remains active on the Executive Board.

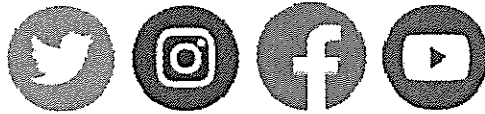
A native of Batesville, she is a graduate of the University of Arkansas at Fayetteville and the

University of Arkansas at Little Rock William H. Bowen School of Law. Rutledge clerked for the Arkansas Court of Appeals, was Deputy Counsel for former Governor Mike Huckabee, served as a Deputy Prosecuting Attorney in Lonoke County and was an Attorney at the Department of Human Services before serving as Counsel at the Republican National Committee. Rutledge and her husband, Boyce, have one daughter. The family has a home in Pulaski County and a farm in Crittenden County.

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