

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KPEL-AM/FM, Lafayette	Date: 10/8/19
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I, People Who Think

do hereby request station time concerning the following issue:

Jefferson Parish Safe & Strong

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

This broadcast time will be used by: Jefferson Parish Safe & Strong

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Jefferson Parish Safe & Strong
17 Forstall Ave.
Kenner, LA 70065

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Kim Carver, Chief Executive Officer
Michele Avery, Treasurer

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Jefferson Parish Safe & Strong
17 Forstall Ave.
Kenner, LA 70065

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Kim Carver, Chief Executive Officer
Michele Avery, Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

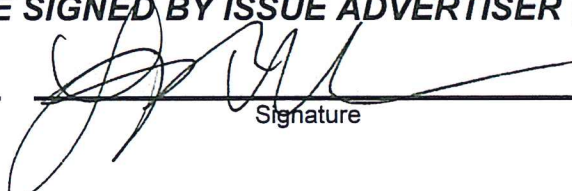
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/8/19

Date



Signature

985-377-7159

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Nina Thibodeaux

Signature

Nina Thibodeaux

Printed Name

Account Manager

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.

CONTRACT

KPEL-FM
1749 Bertrand Dr.
Lafayette, LA 70506
(337) 233-6000

And:

Innovative Advertising
4250 Hwy 22, Suite 7
Mandeville, LA 70471

<u>Contract / Revision</u> 1289504 /		<u>Alt Order #</u>
<u>Advertiser</u> Jefferson Parish Safe and Strong		<u>Original Date / Revision</u> 10/08/19 / 10/08/19
<u>Contract Dates</u> 10/09/19 - 10/11/19	<u>Estimate #</u> #1690	
<u>Product</u> Est#1690 Flight10/8-10/12 KPELFM&AM 10-2019		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KPEL-FM	<u>Account Executive</u> Jen Mestayer	<u>Sales Office</u> Local Lafayette
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agcy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

KPEL-FM - 1289504A

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KPELF	10/09/19	10/11/19	M-F AM Drive	6a-10a		:30			NM	7	\$1,239.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/19	10/13/19	--WTF--				7	\$177.00			
N 2	KPELF	10/09/19	10/11/19	M-F Midday	10a-3p		:30			NM	9	\$1,593.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/19	10/13/19	--WTF--				9	\$177.00			
N 3	KPELF	10/09/19	10/11/19	M-F PM Drive	3p-7p		:30			NM	6	\$888.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/19	10/13/19	--WTF--				6	\$148.00			
Totals											22	\$3,720.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/19 - 10/11/19	22	\$3,720.00	(\$558.00)	\$3,162.00
Totals	22	\$3,720.00	(\$558.00)	\$3,162.00

KPEL-AM - 1289504B

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KPELA	10/09/19	10/11/19	M-F AM Drive	6a-10a		:30			NM	7	\$252.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/19	10/13/19	--WTF--				7	\$36.00			
N 2	KPELA	10/09/19	10/11/19	M-F Midday	10a-3p		:30			NM	6	\$216.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/19	10/13/19	--WTF--				6	\$36.00			
N 3	KPELA	10/09/19	10/11/19	M-F PM Drive	3p-7p		:30			NM	6	\$216.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/19	10/13/19	--WTF--				6	\$36.00			
Totals											19	\$684.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/19 - 10/11/19	19	\$684.00	(\$102.60)	\$581.40
Totals	19	\$684.00	(\$102.60)	\$581.40

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KPEL-FM
1749 Bertrand Dr.
Lafayette, LA 70506
(337) 233-6000

<u>Contract / Revision</u>		<u>Alt Order #</u>
1289504 /		
<u>Advertiser</u>		<u>Original Date / Revision</u>
Jefferson Parish Safe and Strong		10/08/19 / 10/08/19
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/19 - 10/11/19	Est#1690 Flight10/8-10/	#1690

Contract Totals

41

\$4,404.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Revised

Louisiana Statewide Radio

Date: 10/8/2019

Client: Jefferson Parish Safe & Strong
Media: Radio
Product: Political Issue
Primary Demo: Adults 35+

Description: EST-1690
Flight Start Date: 10/07/2019
Flight End Date: 10/13/2019
Survey: 2BK FA18+SP19 MSA ARB
Buyer: Laurie Mayeux
Email: laurie@peoplewhothink.com

Vendor: KPEL-FM

Format: News Talk Information

Market/System: Lafayette, LA

Daypart Program	Daypart Code	STN Gross	STN Net	Days	Dur	Wed 10/9	Thu 10/10	Fri 10/11	Total Spots	Adults 35+ Rtg/CPP
KPEL-FM										
MTuWThF 6:00a-10:00a	AM	\$177.00	\$150.45	30		2	2	3	7	1.3
										\$136.15
										\$115.73
MTuWThF 10:00a- 3:00p	MD	\$177.00	\$150.45	30		3	3	3	9	2.5
										\$70.80
										\$60.18
Rush										1.1
MTuWThF 3:00p- 7:00p	PM	\$148.00	\$125.80	30		2	2	2	6	\$134.55
										\$114.36
Total Spots:						7	7	8	22	
Total GRP/GIMP(000):						12.3	12.3	13.6		38.2
Total CPP/CPM:										\$97.38
Total Cost:									22	\$82.77
						\$3,720.00	\$3,162.00			

Signature: _____



Disclaimer:

Louisiana Statewide Radio

Date: 10/8/2019

Client: Jefferson Parish Safe & Strong
Media: Radio
Product: Political Issue
Primary Demo: Adults 35+

Description: EST-1690
Flight Start Date: 10/07/2019
Flight End Date: 10/13/2019
Survey: 2BK FA18+SP19 MSA ARB
Buyer: Laurie Mayeux
Email: laurie@peoplewhothink.com

Market/System: Lafayette, LA

Daypart Program	Daypart Code	STN Gross	STN Net	Days	Dur	Wed 10/9	Thu 10/10	Fri 10/11	Total Spots	Adults 35+ Rtg/CPP
KPEL-AM										
MTuWThF 6:00a-10:00a	AM	\$36.00	\$30.60	30		2	2	3	7	0.3
										\$120.00
										\$102.00
MTuWThF 10:00a-3:00p	MD	\$36.00	\$30.60	30		2	2	2	6	0.2
										\$180.00
										\$153.00
MTuWThF 3:00p-7:00p	PM	\$36.00	\$30.60	30		2	2	2	6	0.2
										\$180.00
										\$153.00
Total Spots:						6	6	7	19	
Total GRP/GIMP(000):						1.4	1.4	1.7		4.5
Total CPP/CPM:										\$152.00
Total Cost:						\$684.00		\$581.40	19	\$129.20

Signature:

Disclaimer:

Summary by Station

Date: 10/8/2019

Client: Jefferson Parish Safe & Strong
Media: Radio
Product: Political Issue
Primary Demo: Adults 35+

Description: EST-1690
Flight Start Date: 10/07/2019
Flight End Date: 10/13/2019
Survey: 2BK FA18+SP19 MSA ARB
Buyer: Laurie Mayeux
Email: laurie@peoplewhothink.com

Market/System: Lafayette, LA

Station	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+			Reach Pct / Freq	
						STN GR CPP	STN NET CPP	GRP PCT		
KPEL-FM	22	\$3,720.00	84%	\$3,162.00	84%	\$97.38	\$82.77	38.2 90% 9.1% 4.3		
KPEL-AM	19	\$684.00	16%	\$581.40	16%	\$152.00	\$129.20	4.5 10% 1.6% 2.8		
Market Total:	41	\$4,404.00		\$3,743.40		\$103.14	\$87.67	42.7 10.6% 4.1		

Summary by Market/System

Date: 10/8/2019

Client: Jefferson Parish Safe & Strong
Media: Radio
Product: Political Issue
Primary Demo: Adults 35+

Description: EST-1690
Flight Start Date: 10/07/2019
Flight End Date: 10/13/2019
Buyer: Laurie Mayeux
Email: laurie@peoplewhothink.com

Market/System:										
Market	Total Spots	STN Gross	PCT	STN Net	PCT	STN GR CPP	Adults 35+ STN NET CPP	GRP PCT	Reach Pct / Freq	
Lafayette, LA										
Market Total:	41	\$4,404.00	100%	\$3,743.40	100%	\$103.14	\$87.67	42.7 100%	10.6%	4.1
All Markets										
Grand Total:	41	\$4,404.00		\$3,743.40		\$103.14	\$87.67	42.7 100%	10.6%	4.1