

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; color: blue;">WBRZ Baton Rouge LA</span>	<b>Date:</b> <span style="font-size: 1.2em; color: blue;">10-03-14</span>
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I, Rita O'Brennan

do hereby request station time concerning the following issue:

<b>Ending Spending Action Fund</b>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies	11/13 - 11/19/14		\$33225/gross	

This broadcast time will be used by: Ending Spending Action Fund

**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):

Ending Spending Action Fund  
817 Slaters Lane  
Alexandria, VA 22314

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):

GEO: Todd Ricketts  
President: Brian Baker  
Treasurer: Nancy Watkins

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):

Ending: Spending: Action: Fund  
817 Slaters Lane  
Alexandria, VA 22314

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):

GEO: Todd Ricketts  
President: Brian Baker  
Treasurer: Nancy Watkins

**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)**

8/11/14      BR      202 642 2771  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title

*Under consideration until issue is disclosed  
and copy is approved  
Denise Robichaux Director of Sales*

## 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
	Varies				

Attach proposed schedule with charges (if available):

**GROSS**

## 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.



Client Information Request Form  
Issue

Advertiser Group Name: Ending Spending Action Fund

Address: 817 Slaters Lane

City, State & Zip Code: Alexandria, VA 22314

Phone: 202.642.2771

Fax: \_\_\_\_\_

Executive Director or  
President Brian C. Baker

Group Treasurer Nancy H. Watkins



MENTZERMEDIA

## ORDER WORKSHEET

Rep Order# 8176746 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/03/14 12:39 PM  
Last Received: 10/03/14 12:22 PM  
Showing Buylines: All Lines

1 of 4

Station WBRZ-TV BATON ROUGE, LA  
Advertiser (ESAF) ENDING SPENDING ACTI  
Product ENDING SPENDING ACTI  
Estimate# 1444  
Buyer Anne Braunscheidel

Agency (MENT) MENTZER MEDIA SERVICES  
600 FAIRMONT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E 11/4/126/1444  
Flight Dates 11/13/14-11/19/14

Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (BC3) BOB CAIN  
Sales Assistant MIGUEL  
Salesperson Phone# 215-557-4216  
Salesperson Fax#

## --- CONTRACT COMMENT ---

ENDING SPENDING ACTION FUND

\*\*\*\*\*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 ---

THIS IS A NEW ORDER FOR ENDING SPENDING ACTION FUND. FLIGHT IS 11/13-11/19. TOTAL = \$33225. PLS CFM T/R BOB

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th	5A-6A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$350.00	11/13-11/13	1	1	\$350.00
2	F	5A-6A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$350.00	11/14-11/14	1	1	\$350.00
3	Tu	5A-6A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$350.00	11/18-11/18	1	1	\$350.00
4	W	5A-6A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$350.00	11/19-11/19	1	1	\$350.00
5	F	6A-7A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$650.00	11/14-11/14	1	1	\$650.00
6	Tu	6A-7A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$650.00	11/18-11/18	1	1	\$650.00
7	W	6A-7A	2UNE IN EARLY MORNING NEWS	30	4.0	4.0	\$650.00	11/19-11/19	1	1	\$650.00
8	Th	7A-9A	GOOD MORNING AMERICA	30	5.1	5.1	\$750.00	11/13-11/13	1	1	\$750.00
9	F	7A-9A	GOOD MORNING AMERICA	30	5.1	5.1	\$750.00	11/14-11/14	1	1	\$750.00
10	Tu	7A-9A	GOOD MORNING AMERICA	30	5.1	5.1	\$750.00	11/18-11/18	1	1	\$750.00

# ORDER WORKSHEET

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EC'd Yes

Traffic Order#

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2 of 4

Station WBRZ-TV BATON ROUGE, LA  
Advertiser (ESAP) ENDING SPENDING ACTI  
Product ENDING SPENDING ACTI  
Estimate# 1444  
Buyer Anne Braunschneider

Agency (MENT) MENTZER MEDIA SERVICES  
600 FAIRMONT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E 11/4/12/6/14/44  
Flight Dates 11/13/14-11/19/14

Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (BC3) BOB CAIN  
Sales Assistant MIGUEL  
Salesperson Phone# 215-557-4216  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ week	Total Spots	Total Cost
11	W	7A-9A	GOOD MORNING AMERICA	30	5.1	5.1	\$750.00	11/19-11/19	1	1	\$750.00
12	Th	3P-4P	DR. PHIL	30	2.5	2.5	\$250.00	11/13-11/13	1	1	\$250.00
13	F	3P-4P	DR. PHIL	30	2.5	2.5	\$250.00	11/14-11/14	1	1	\$250.00
14	M	3P-4P	DR. PHIL	30	2.5	2.5	\$250.00	11/17-11/17	1	1	\$250.00
15	Tu	3P-4P	DR. PHIL	30	2.5	2.5	\$250.00	11/18-11/18	1	1	\$250.00
16	W	3P-4P	DR. PHIL	30	2.5	2.5	\$250.00	11/19-11/19	1	1	\$250.00
17	Th	4P-430P	NEWS 2 LOUISIANA AT FOUR	30	3.9	3.9	\$425.00	11/13-11/13	1	1	\$425.00
18	M	4P-430P	NEWS 2 LOUISIANA AT FOUR	30	3.9	3.9	\$425.00	11/17-11/17	1	1	\$425.00
19	W	4P-430P	NEWS 2 LOUISIANA AT FOUR	30	3.9	3.9	\$425.00	11/19-11/19	1	1	\$425.00
20	Th	5P-530P	NEWS 2 LOUISIANA AT FIVE	30	7.1	7.1	\$700.00	11/13-11/13	1	1	\$700.00
21	F	5P-530P	NEWS 2 LOUISIANA AT FIVE	30	7.1	7.1	\$700.00	11/14-11/14	1	1	\$700.00
22	M	5P-530P	NEWS 2 LOUISIANA AT FIVE	30	7.1	7.1	\$700.00	11/17-11/17	1	1	\$700.00
23	Tu	5P-530P	NEWS 2 LOUISIANA AT FIVE	30	7.1	7.1	\$700.00	11/18-11/18	1	1	\$700.00
24	W	5P-530P	NEWS 2 LOUISIANA AT FIVE	30	7.1	7.1	\$700.00	11/19-11/19	1	1	\$700.00
25	F	6P-630P	NEWS 2 LOUISIANA AT SIX	30	4.4	4.4	\$1,000.00	11/14-11/14	1	1	\$1,000.00
26	Th	630P-7P	WHEEL OF FORTUNE	30	8.0	8.0	\$1,600.00	11/13-11/13	1	1	\$1,600.00

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Station WBRL-TV BATON ROUGE, LA  
Advertiser (ESAF) ENDING SPENDING ACTI  
Product ENDING SPENDING ACTI  
Estimate# 1444  
Buyer Anne Braunschweig

Agency (MENT) MENTZER MEDIA SERVICES  
600 FAIRMONT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E 11/4/126/1444  
Flight Dates 11/13/14-11/19/14

Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (BC3) BOB CAIN  
Sales Assistant MIGUEL  
Salesperson Phone# 215-557-4216  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
27	F	630P-7P	WHEEL OF FORTUNE	30	8.0	8.0	\$1,600.00	11/14-11/14	1	1	\$1,600.00
28	M	630P-7P	WHEEL OF FORTUNE	30	8.0	8.0	\$1,600.00	11/17-11/17	1	1	\$1,600.00
29	W	630P-7P	WHEEL OF FORTUNE	30	8.0	8.0	\$1,600.00	11/19-11/19	1	1	\$1,600.00
30	Th	10P-1035P	NEWS 2 LOUISIANA AT 10P	30	6.6	6.6	\$1,200.00	11/13-11/13	1	1	\$1,200.00
31	F	10P-1035P	NEWS 2 LOUISIANA AT 10P	30	6.6	6.6	\$1,200.00	11/14-11/14	1	1	\$1,200.00
32	M	10P-1035P	NEWS 2 LOUISIANA AT 10P	30	6.6	6.6	\$1,200.00	11/17-11/17	1	1	\$1,200.00
33	Tu	10P-1035P	NEWS 2 LOUISIANA AT 10P	30	6.6	6.6	\$1,200.00	11/18-11/18	1	1	\$1,200.00
34	W	10P-1035P	NEWS 2 LOUISIANA AT 10P	30	6.6	6.6	\$1,200.00	11/19-11/19	1	1	\$1,200.00
35	Th	1035P-1135P	JIMMY KIMMEL Buy Comment: airs 1105p-1205a on Friday	30	2.7	2.7	\$350.00	11/13-11/13	1	1	\$350.00
36	F	1035P-1135P	JIMMY KIMMEL Buy Comment: airs 1105p-1205a on Friday	30	2.7	2.7	\$350.00	11/14-11/14	1	1	\$350.00
37	Tu	1035P-1135P	JIMMY KIMMEL Buy Comment: airs 1105p-1205a on Friday	30	2.7	2.7	\$350.00	11/18-11/18	1	1	\$350.00
38	W	1035P-1135P	JIMMY KIMMEL Buy Comment: airs 1105p-1205a on Friday	30	2.7	2.7	\$350.00	11/19-11/19	1	1	\$350.00
39	W	9P-10P	NASHVILLE	30	4.5	4.5	\$1,200.00	11/19-11/19	1	1	\$1,200.00
40	F	9P-10P	20/20	30	5.4	5.4	\$2,000.00	11/14-11/14	1	1	\$2,000.00

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Salesperson Phone# 215-557-4216  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
41	Sa	6P-630P	NEWS 2 LOUISIANA AT 6P WKND	30	4.4	4.4	\$500.00	11/15-11/15	1	1	\$500.00
42	Sa	1035P-1105P	NEWS 2 LOUISIANA AT 1030 SA	30	3.7	3.7	\$400.00	11/15-11/15	1	1	\$400.00
43	Su	6P-7P	AFHV	30	4.7	4.7	\$750.00	11/16-11/16	1	1	\$750.00
44	Su	10P-1035P	NEWS 2 LOUISIANA AT 10P SUN	30	6.1	6.1	\$1,200.00	11/16-11/16	1	1	\$1,200.00

## ---REPORT TOTALS---

Report Totals: 44 / \$33,225.00

## ---SALES MONTHLY TOTALS---

Nov2014: 44 / \$33,225.00

Order Totals: 44 / \$33,225.00 Total GRPs: 217.1

## ---COMPETITIVE---

Market Totals	\$100,681.82	CABL .00%	EBRZ .00%	IBRZ .00%	JBRZ .00%	KZUP .00%
		WAFB 57.00%	WBRL .00%	WBRZ 33.00%	WBXH .00%	WGMB 5.00%
		WVLA 5.00%				

## ---COMPETITIVE COMMENTS---

SHARES ACCURATE

Books [ENOV14]  
Demos RA35+P

## ---CREDIT RISK---

STANDARD CREDIT TERMS