



**POLITICAL/ISSUE ADVERTISING  
INQUIRY/REQUEST PUBLIC FILE FORM**

*Instructions: This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no cause by a legally qualified candidate). It is to be kept in the station Public Inspection File for a period of two years.*

1. Date and time of request: 3/10/15 9:20 AM
2. Name of the person making request: Jimmy Exum
3. Agency (if any): \_\_\_\_\_
4. Address of agency: \_\_\_\_\_
5. Telephone number of agency: \_\_\_\_\_
6. Name of candidate or description of issue: Jerry Gist
7. Name of candidate=s authorized committee or name of issue ad sponsor:  Jerry Gist For City Mayor  
 ~~Protect Jerry Gist~~
8. Name of treasurer of candidate=s committee or issue ad sponsor contact:  Cecile Polison
9. Address of candidate=s committee or issue ad sponsor contact:  8 Stouckhaven Woods  
Jackson, TN 38305

10. Telephone number of candidate= committee or issue ad sponsor contact: 731-215-2964

11. If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):

|                             |                         |
|-----------------------------|-------------------------|
| Name: <u>Cecile Rolison</u> | Title: <u>Treasurer</u> |
| Name: _____                 | Title: _____            |

12. Programs or times requested (use additional pages if necessary): 5p, 4p, 10p News

13. Dates requested (use additional pages if necessary): 3/10/15

14. Class of time requested (use additional pages if necessary): LUR

15. Length of spot/program time requested (use additional pages if necessary): :30

16. Request made: In writing? \_\_\_\_\_ Orally?   
(if in writing, attach and retain)

17. Disposition of request: Granted   
Not Granted \_\_\_\_\_

If not granted, state reason or reasons in space below. If denied in writing, attach and retain.

If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually aired, when available.)

18. If granted, rate charged (use additional pages if necessary): See Attached

If the advertisement refers to a candidate, please complete Questions 19-24.

19. Name of candidate  
(if different from Question 6 above): \_\_\_\_\_
20. Political party of candidate:  Independent \_\_\_\_\_
21. Office for which candidate is running: \_\_\_\_\_ City Mayor \_\_\_\_\_
22. Is it a: Federal Office? \_\_\_\_\_ State Office? \_\_\_\_\_  
Local Office?  \_\_\_\_\_
23. Election for which candidate is campaigning: \_\_\_\_\_
24. Date of election: \_\_\_\_\_

If the request is by or on behalf of a candidate, please complete Questions 25-27.

25. Request for documentation that candidate is legally qualified. (Attach any written documentation received.) Yes  No \_\_\_\_\_
26. Date Political Disclosure Form submitted to requestor: \_\_\_\_\_
27. If federal candidate, has candidate or authorized committee signed Bipartisan Campaign Reform Act (BCRA) Certification? \_\_\_\_\_

Note: For issue advertisements where there is no AUSE by a legally qualified candidate and the advertisement does not relate to any political or legislative matter of national importance, the station may elect to only complete Questions 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, and 11 of this form.

COMMENTS:

\_\_\_\_\_  
Signature of Person Receiving Request On  
Behalf of Station



POLITICAL/ISSUE ADVERTISING AGREEMENT

I, Jerry Evans [Name] (being/on behalf of) GIST FOR MAYOR [Committee or Sponsor] do hereby request station time on the terms and conditions reflected on the station's confirmation contract.

Date of First Broadcast: 3/14/15 Date of Last Broadcast: 5/3/15 Total Charges: \$ 24,615

The broadcast time will be used by JERRY GIST [Candidate, Committee or other Sponsor] (the Advertiser). I represent that the advance payment for the above-described broadcast time has been furnished by Jerry Gist For Mayor. The station is authorized to announce the broadcast as paid for by such person or entity. The names and offices of the chief executive officers of the Advertiser are (use additional pages if necessary):

Name: Cecile Rolison Title: TREASURER  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_

The Advertiser is a (check one):

- Candidate
 Candidate Committee
 National Political Party
 State or Local Political Party
 Corporation
 Labor Organization
 501(c)(4) Organization
 527(e)(1) Political Organization
 Other: \_\_\_\_\_

I represent that purchase and use of the broadcast time by the Advertiser complies in all respects with all laws, including but not limited to the Bipartisan Campaign Finance Reform Act of 2002 (ABCRA). Any prior BCRA Certification provided to the station by the Advertiser is hereby reaffirmed and certified as accurate as of the date hereof. If the Advertiser is a candidate or a candidate committee, I further represent that the Advertiser is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Date: 3/11/15

[Signature]
(Candidate/Treasurer/Sponsor/Agent)

Accepted/Rejected: \_\_\_\_\_ By: [Signature]
Title: VP/PM

# ORDER



**Orders**  
**Order / Rev:** 195982  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 03/23/15 - 05/02/15  
**Original Date / Rev:** 04/02/15 / 04/02/15  
**Order Type:** GENERAL

**WBBJ**  
**Primary AE:** Mark Brooks  
**Sales Office:** WBBJ  
**Sales Region:** Local

**Agency Name:** Jerry Gist for Mayor  
**Buying Contact:**  
**Billing Contact:**  
 8 Stonehaven Woods  
 Jackson, TN 38305

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Jerry Gist for Mayor  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, CAND

**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  |
|------------|----------|---------|--------------|-------------|
| 03/30/15   | 04/26/15 | 135     | \$18,815.00  | \$15,992.75 |
| 04/27/15   | 05/04/15 | 43      | \$5,795.00   | \$4,925.75  |

**Totals**

| Month         | # Spots    | Gross Amount       | Net Amount         | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| April 2015    | 135        | \$18,815.00        | \$15,992.75        | 0.00        |
| May 2015      | 43         | \$5,795.00         | \$4,925.75         | 0.00        |
| <b>Totals</b> | <b>178</b> | <b>\$24,610.00</b> | <b>\$20,918.50</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mark Brooks       |              |              | 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     |
|----|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|------|---------------|------|-------|------------|
| 2  | WBBJ  | 03/30/15          | 03/31/15        | M-F News at 5:00 pm<br>M-F News at 5:00 pm | CM    | 5p-530p           | 11----- | :30 | 2     | \$200.00    | P-03 | 0.00          | NM   | 2     | \$400.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 03/30/15          | 04/05/15        | 11-----                                    |       | 2                 |         |     |       | \$200.00    |      | 0.00          |      |       |            |
| 4  | WBBJ  | 03/30/15          | 03/31/15        | M-F News at 6:00 pm<br>M-F News at 6:00 pm | CM    | 6p-630p           | 11----- | :30 | 2     | \$220.00    | P-03 | 0.00          | NM   | 2     | \$440.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 03/30/15          | 04/05/15        | 11-----                                    |       | 2                 |         |     |       | \$220.00    |      | 0.00          |      |       |            |
| 6  | WBBJ  | 03/30/15          | 03/31/15        | M-F News at 6:00 pm<br>M-F News at 6:00 pm | CM    | 6p-630p           | 11----- | :30 | 2     | \$220.00    | P-03 | 0.00          | NM   | 2     | \$440.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 03/30/15          | 04/05/15        | 11-----                                    |       | 2                 |         |     |       | \$220.00    |      | 0.00          |      |       |            |
| 8  | WBBJ  | 04/01/15          | 04/30/15        | M-F News at 5:00 pm<br>M-F News at 5:00 pm | CM    | 5p-530p           | 11111-- | :30 | 5     | \$200.00    | P-03 | 0.00          | NM   | 22    | \$4,400.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 03/30/15          | 04/05/15        | --111--                                    |       | 3                 |         |     |       | \$200.00    |      | 0.00          |      |       |            |
|    | Week: | 04/06/15          | 04/12/15        | 11111--                                    |       | 5                 |         |     |       | \$200.00    |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | 11111--                                    |       | 5                 |         |     |       | \$200.00    |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | 11111--                                    |       | 5                 |         |     |       | \$200.00    |      | 0.00          |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | 1111---                                    |       | 4                 |         |     |       | \$200.00    |      | 0.00          |      |       |            |
| 9  | WBBJ  | 04/01/15          | 04/30/15        | M-F News at 6:00 pm<br>M-F News at 6:00 pm | CM    | 6p-630p           | 11111-- | :30 | 5     | \$220.00    | P-03 | 0.00          | NM   | 22    | \$4,840.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 03/30/15          | 04/05/15        | --111--                                    |       | 3                 |         |     |       | \$220.00    |      | 0.00          |      |       |            |

Order / Rev: 195982  
 Alt Order #:  
 Flight Dates: 03/23/15 - 05/02/15

Advertiser: Jerry Gist for Mayor  
 Product Desc:  
 Estimate:

WBBJ

| Ln | Ch    | Start             | End             | Inventory Code                               | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri  | Rtg           | Type | Spots | Amount     |
|----|-------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|------|---------------|------|-------|------------|
| 9  | WBBJ  | 04/01/15          | 04/30/15        | M-F News at 6:00 pm<br>M-F News at 6:00 pm   | CM    | 6p-630p        | 11111-- | :30 | 5                 | \$220.00    | P-03 | 0.00          | NM   | 22    | \$4,840.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/06/15          | 04/12/15        | 11111--                                      |       |                |         |     | 5                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | 11111--                                      |       |                |         |     | 5                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | 11111--                                      |       |                |         |     | 5                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | 1111---                                      |       |                |         |     | 4                 | \$220.00    |      | 0.00          |      |       |            |
| 10 | WBBJ  | 04/01/15          | 04/30/15        | M-F News at 10:00 pm<br>M-F News at 10:00 pm | CM    | 10p-1035p      | 11111-- | :30 | 5                 | \$220.00    | P-03 | 0.00          | NM   | 22    | \$4,840.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 03/30/15          | 04/05/15        | --111--                                      |       |                |         |     | 3                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/06/15          | 04/12/15        | 11111--                                      |       |                |         |     | 5                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | 11111--                                      |       |                |         |     | 5                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | 11111--                                      |       |                |         |     | 5                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | 1111---                                      |       |                |         |     | 4                 | \$220.00    |      | 0.00          |      |       |            |
| 11 | WBBJ  | 04/05/15          | 04/26/15        | Su News at 10:00 pm<br>Su News at 10:00 pm   | CM    | 10p-1035p      | -----1  | :30 | 1                 | \$225.00    | P-03 | 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: | 03/30/15          | 04/05/15        | -----1                                       |       |                |         |     | 1                 | \$225.00    |      | 0.00          |      |       |            |
|    | Week: | 04/06/15          | 04/12/15        | -----1                                       |       |                |         |     | 1                 | \$225.00    |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | -----1                                       |       |                |         |     | 1                 | \$225.00    |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | -----1                                       |       |                |         |     | 1                 | \$225.00    |      | 0.00          |      |       |            |
| 12 | WBBJ  | 05/01/15          | 05/04/15        | M-F News at 5:00 pm<br>M-F News at 5:00 pm   | CM    | 5p-530p        | 1---1-- | :30 | 2                 | \$200.00    | P-03 | 0.00          | NM   | 2     | \$400.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | ----1--                                      |       |                |         |     | 1                 | \$200.00    |      | 0.00          |      |       |            |
|    | Week: | 05/04/15          | 05/10/15        | 1-----                                       |       |                |         |     | 1                 | \$200.00    |      | 0.00          |      |       |            |
| 13 | WBBJ  | 05/01/15          | 05/04/15        | M-F News at 6:00 pm<br>M-F News at 6:00 pm   | CM    | 6p-630p        | 1---1-- | :30 | 2                 | \$220.00    | P-03 | 0.00          | NM   | 2     | \$440.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | ----1--                                      |       |                |         |     | 1                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 05/04/15          | 05/10/15        | 1-----                                       |       |                |         |     | 1                 | \$220.00    |      | 0.00          |      |       |            |
| 14 | WBBJ  | 05/01/15          | 05/04/15        | M-F News at 10:00 pm<br>M-F News at 10:00 pm | CM    | 10p-1035p      | 1---1-- | :30 | 2                 | \$220.00    | P-03 | 0.00          | NM   | 2     | \$440.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | ----1--                                      |       |                |         |     | 1                 | \$220.00    |      | 0.00          |      |       |            |
|    | Week: | 05/04/15          | 05/10/15        | 1-----                                       |       |                |         |     | 1                 | \$220.00    |      | 0.00          |      |       |            |
| 15 | WBBJ  | 05/03/15          | 05/03/15        | Su News at 10:00 pm<br>Su News at 10:00 pm   | CM    | 10p-1035p      | -----1  | :30 | 1                 | \$225.00    | P-03 | 0.00          | NM   | 1     | \$225.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | -----1                                       |       |                |         |     | 1                 | \$225.00    |      | 0.00          |      |       |            |
| 16 | WBBJ  | 04/06/15          | 05/01/15        | M-F GMWT (530-7a)<br>M-F GMWT (530-7a)       | CM    | 530a-7a        | MTWTF-- | :30 | 5                 | \$70.00     | P-03 | 0.00          | NM   | 20    | \$1,400.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/06/15          | 04/12/15        | MTWTF--                                      |       |                |         |     | 5                 | \$70.00     |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | MTWTF--                                      |       |                |         |     | 5                 | \$70.00     |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | MTWTF--                                      |       |                |         |     | 5                 | \$70.00     |      | 0.00          |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | MTWTF--                                      |       |                |         |     | 5                 | \$70.00     |      | 0.00          |      |       |            |
| 17 | WBBJ  | 04/06/15          | 05/01/15        | M-F GMA (7-9a)<br>M-F GMA (7-9a)             | CM    | 7a-9a          | MTWTF-- | :30 | 5                 | \$80.00     | P-03 | 0.00          | NM   | 20    | \$1,600.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|    | Week: | 04/06/15          | 04/12/15        | MTWTF--                                      |       |                |         |     | 5                 | \$80.00     |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | MTWTF--                                      |       |                |         |     | 5                 | \$80.00     |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | MTWTF--                                      |       |                |         |     | 5                 | \$80.00     |      | 0.00          |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | MTWTF--                                      |       |                |         |     | 5                 | \$80.00     |      | 0.00          |      |       |            |
| 18 | WBBJ  | 04/06/15          | 05/01/15        | M-F Kelly (9-10a)<br>M-F Kelly (9-10a)       | CM    | 9a-10a         | MTWTF-- | :30 | 5                 | \$55.00     | P-03 | 0.00          | NM   | 20    | \$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: | 04/06/15          | 04/12/15        | MTWTF--                                      |       |                |         |     | 5                 | \$55.00     |      | 0.00          |      |       |            |
|    | Week: | 04/13/15          | 04/19/15        | MTWTF--                                      |       |                |         |     | 5                 | \$55.00     |      | 0.00          |      |       |            |
|    | Week: | 04/20/15          | 04/26/15        | MTWTF--                                      |       |                |         |     | 5                 | \$55.00     |      | 0.00          |      |       |            |
|    | Week: | 04/27/15          | 05/03/15        | MTWTF--                                      |       |                |         |     | 5                 | \$55.00     |      | 0.00          |      |       |            |

Order / Rev: 195982  
 Alt Order #:  
 Flight Dates: 03/23/15 - 05/02/15

Advertiser: Jerry Gist for Mayor  
 Product Desc: WBBJ  
 Estimate:

| Ln     | Ch   | Start             | End             | Inventory Code                                   | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri  | Rtg           | Type | Spots       | Amount     |
|--------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|------|---------------|------|-------------|------------|
| 19     | WBBJ | 04/06/15          | 05/01/15        | M-F Midday (1130a-12p)<br>M-F Midday (1130a-12p) | CM    | 1130a-12p      | MTWTF-- | :30 | 5                 | \$65.00     | P-03 | 0.00          | NM   | 20          | \$1,300.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |             |            |
|        |      | Week: 04/06/15    | 04/12/15        | MTWTF--  |       |                |         |     | 5                 | \$65.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/13/15    | 04/19/15        | MTWTF--  |       |                |         |     | 5                 | \$65.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/20/15    | 04/26/15        | MTWTF--  |       |                |         |     | 5                 | \$65.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/27/15    | 05/03/15        | MTWTF--  |       |                |         |     | 5                 | \$65.00     |      | 0.00          |      |             |            |
| 20     | WBBJ | 04/11/15          | 05/02/15        | Sa News at 6:00 pm<br>Sa News at 6:00 pm         | CM    | 6p-630p        | -----1- | :30 | 1                 | \$90.00     | P-03 | 0.00          | NM   | 4           | \$360.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |             |            |
|        |      | Week: 04/06/15    | 04/12/15        | -----1-  |       |                |         |     | 1                 | \$90.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/13/15    | 04/19/15        | -----1-  |       |                |         |     | 1                 | \$90.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/20/15    | 04/26/15        | -----1-  |       |                |         |     | 1                 | \$90.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/27/15    | 05/03/15        | -----1-  |       |                |         |     | 1                 | \$90.00     |      | 0.00          |      |             |            |
| 21     | WBBJ | 04/11/15          | 05/02/15        | Sa News at 10:00 pm<br>Sa News at 10:00 pm       | CM    | 10p-1030p      | -----1- | :30 | 1                 | \$150.00    | P-03 | 0.00          | NM   | 4           | \$600.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |             |            |
|        |      | Week: 04/06/15    | 04/12/15        | -----1-  |       |                |         |     | 1                 | \$150.00    |      | 0.00          |      |             |            |
|        |      | Week: 04/13/15    | 04/19/15        | -----1-  |       |                |         |     | 1                 | \$150.00    |      | 0.00          |      |             |            |
|        |      | Week: 04/20/15    | 04/26/15        | -----1-  |       |                |         |     | 1                 | \$150.00    |      | 0.00          |      |             |            |
|        |      | Week: 04/27/15    | 05/03/15        | -----1-  |       |                |         |     | 1                 | \$150.00    |      | 0.00          |      |             |            |
| 22     | WBBJ | 04/11/15          | 05/02/15        | GMA Saturday (7-8a)<br>GMA Saturday (7-8a)       | CM    | 7a-8a          | -----   | :30 | 0                 | \$75.00     | P-03 | 0.00          | NM   | 3           | \$225.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |             |            |
|        |      | Week: 04/06/15    | 04/12/15        | -----1-  |       |                |         |     | 1                 | \$75.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/13/15    | 04/19/15        | -----1-  |       |                |         |     | 1                 | \$75.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/20/15    | 04/26/15        | -----  |       |                |         |     | 0                 | \$0.00      |      | 0.00          |      |             |            |
|        |      | Week: 04/27/15    | 05/03/15        | -----1-  |       |                |         |     | 1                 | \$75.00     |      | 0.00          |      |             |            |
| 23     | WBBJ | 04/11/15          | 05/02/15        | GMWT Saturday (8-9a)<br>GMWT Saturday (8-9a)     | CM    | 8a-9a          | -----1- | :30 | 1                 | \$65.00     | P-03 | 0.00          | NM   | 4           | \$260.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |             |            |
|        |      | Week: 04/06/15    | 04/12/15        | -----1-  |       |                |         |     | 1                 | \$65.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/13/15    | 04/19/15        | -----1-  |       |                |         |     | 1                 | \$65.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/20/15    | 04/26/15        | -----1-  |       |                |         |     | 1                 | \$65.00     |      | 0.00          |      |             |            |
|        |      | Week: 04/27/15    | 05/03/15        | -----1-  |       |                |         |     | 1                 | \$65.00     |      | 0.00          |      |             |            |
| Totals |      |                   |                 |  |       |                |         |     |                   |             |      |               | 178  | \$24,610.00 |            |

# ORDER



**Orders**  
**Order / Rev:** 198012  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 04/06/15 - 05/05/15  
**Original Date / Rev:** 04/02/15 / 04/02/15  
**Order Type:** GENERAL

**WBBJ**  
**Primary AE:** Mark Brooks  
**Sales Office:** WBBJ  
**Sales Region:** Local

**Agency Name:** Jerry Gist for Mayor  
**Buying Contact:**  
**Billing Contact:**  
 8 Stonehaven Woods  
 Jackson, TN 38305

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Jerry Gist for Mayor  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, CAND

**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 |
|------------|----------|---------|--------------|------------|
| 03/30/15   | 04/26/15 | 29      | \$4,268.00   | \$3,627.80 |
| 04/27/15   | 05/05/15 | 22      | \$2,792.00   | \$2,373.20 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| April 2015    | 29        | \$4,268.00        | \$3,627.80        | 0.00        |
| May 2015      | 22        | \$2,792.00        | \$2,373.20        | 0.00        |
| <b>Totals</b> | <b>51</b> | <b>\$7,060.00</b> | <b>\$6,001.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mark Brooks       |              |              | 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 | WBBJ | 04/06/15          | 05/03/15        | M-F Wheel (630-7p)<br>M-F Wheel (630-7p)         | CM    | 630p-7p        | MTWTF-- | :30 | 4                 | \$225.00    | P-03 | 0.00          | NM   | 16    | \$3,600.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|     |      | Week: 04/06/15    | 04/12/15        | MTWTF--  |       |                |         |     | 4                 | \$225.00    |      | 0.00          |      |       |            |
|     |      | Week: 04/13/15    | 04/19/15        | MTWTF--  |       |                |         |     | 4                 | \$225.00    |      | 0.00          |      |       |            |
|     |      | Week: 04/20/15    | 04/26/15        | MTWTF--  |       |                |         |     | 4                 | \$225.00    |      | 0.00          |      |       |            |
|     |      | Week: 04/27/15    | 05/03/15        | MTWTF--  |       |                |         |     | 4                 | \$225.00    |      | 0.00          |      |       |            |
| N 2 | WBBJ | 04/06/15          | 05/03/15        | M-F Kimmel 1035p-1137p<br>M-F Kimmel 1035p-1137p | CM    | 1035p-1137p    | MTWTF-- | :30 | 3                 | \$70.00     | P-03 | 0.00          | NM   | 12    | \$840.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|     |      | Week: 04/06/15    | 04/12/15        | MTWTF--  |       |                |         |     | 3                 | \$70.00     |      | 0.00          |      |       |            |
|     |      | Week: 04/13/15    | 04/19/15        | MTWTF--  |       |                |         |     | 3                 | \$70.00     |      | 0.00          |      |       |            |
|     |      | Week: 04/20/15    | 04/26/15        | MTWTF--  |       |                |         |     | 3                 | \$70.00     |      | 0.00          |      |       |            |
|     |      | Week: 04/27/15    | 05/03/15        | MTWTF--  |       |                |         |     | 3                 | \$70.00     |      | 0.00          |      |       |            |
| N 3 | WBBJ | 04/12/15          | 05/03/15        | GMA Sunday (8-9a)<br>GMA Sunday (8-9a)           | CM    | 8a-9a          | -----1  | :30 | 1                 | \$70.00     | P-03 | 0.00          | NM   | 4     | \$280.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|     |      | Week: 04/06/15    | 04/12/15        | -----1   |       |                |         |     | 1                 | \$70.00     |      | 0.00          |      |       |            |
|     |      | Week: 04/13/15    | 04/19/15        | -----1   |       |                |         |     | 1                 | \$70.00     |      | 0.00          |      |       |            |
|     |      | Week: 04/20/15    | 04/26/15        | -----1   |       |                |         |     | 1                 | \$70.00     |      | 0.00          |      |       |            |
|     |      | Week: 04/27/15    | 05/03/15        | -----1   |       |                |         |     | 1                 | \$70.00     |      | 0.00          |      |       |            |
| N 4 | WBBJ | 04/12/15          | 05/03/15        | Su News at 5:30 pm<br>Su News at 5:30 pm         | CM    | 530p-6p        | -----1  | :30 | 1                 | \$90.00     | P-03 | 0.00          | NM   | 4     | \$360.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |            |

Order / Rev: 198012  
 Alt Order #:  
 Flight Dates: 04/06/15 - 05/05/15

Advertiser: Jerry Gist for Mayor  
 Product Desc:  
 Estimate:

WBBJ

| Ln   | Ch   | Start             | End             | Inventory Code   | Break | Start/End Time                          | Days    | Len | Spots | Rate        | Pri  | Rtg           | Type   | Spots | Amount     |
|------|------|-------------------|-----------------|--|-------|---|---------|-----|-------|-------------|------|---------------|--------|-------|------------|
| N 4  | WBBJ | 04/12/15          | 05/03/15        | Su News at 5:30 pm<br>Su News at 5:30 pm               | CM    | 530p-6p                                 | -----1  | :30 | 1     | \$90.00     | P-03 | 0.00          | NM     | 4     | \$360.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 04/06/15    | 04/12/15        | -----1   |       | 1                                       |         |     |       | \$90.00     |      | 0.00          |        |       |            |
|      |      | Week: 04/13/15    | 04/19/15        | -----1   |       | 1                                       |         |     |       | \$90.00     |      | 0.00          |        |       |            |
|      |      | Week: 04/20/15    | 04/26/15        | -----1   |       | 1                                       |         |     |       | \$90.00     |      | 0.00          |        |       |            |
|      |      | Week: 04/27/15    | 05/03/15        | -----1   |       | 1                                       |         |     |       | \$90.00     |      | 0.00          |        |       |            |
| N 5  | WBBJ | 05/04/15          | 05/05/15        | M-F GMWT (530-7a)<br>M-F GMWT (530-7a)                 | CM    | 530a-7a                                 | MT----- | :30 | 2     | \$70.00     | P-03 | 0.00          | NM     | 2     | \$140.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 05/04/15    | 05/10/15        | MT-----  |       | 2                                       |         |     |       | \$70.00     |      | 0.00          |        |       |            |
| N 6  | WBBJ | 05/04/15          | 05/05/15        | M-F GMA (7-9a)<br>M-F GMA (7-9a)                       | CM    | 7a-9a                                   | MT----- | :30 | 2     | \$80.00     | P-03 | 0.00          | NM     | 2     | \$160.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 05/04/15    | 05/10/15        | MT-----  |       | 2                                       |         |     |       | \$80.00     |      | 0.00          |        |       |            |
| N 7  | WBBJ | 05/04/15          | 05/05/15        | M-F Kelly (9-10a)<br>M-F Kelly (9-10a)                 | CM    | 9a-10a                                  | MT----- | :30 | 2     | \$55.00     | P-03 | 0.00          | NM     | 2     | \$110.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 05/04/15    | 05/10/15        | MT-----  |       | 2                                       |         |     |       | \$55.00     |      | 0.00          |        |       |            |
| N 8  | WBBJ | 05/04/15          | 05/05/15        | M-F Midday (1130a-12p)<br>M-F Midday (1130a-12p)       | CM    | 1130a-12p                               | MT----- | :30 | 2     | \$65.00     | P-03 | 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: 05/04/15    | 05/10/15        | MT-----  |       | 2                                       |         |     |       | \$65.00     |      | 0.00          |        |       |            |
| N 9  | WBBJ | 05/04/15          | 05/04/15        | M-F Wheel (630-7p)<br>M-F Wheel (630-7p)               | CM    | 630p-7p                                 | 1-----  | :30 | 1     | \$225.00    | P-03 | 0.00          | NM     | 1     | \$225.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 05/04/15    | 05/10/15        | 1-----   |       | 1                                       |         |     |       | \$225.00    |      | 0.00          |        |       |            |
| N 10 | WBBJ | 05/04/15          | 05/04/15        | M-F Kimmel 1035p-1137p<br>M-F Kimmel 1035p-1137p       | CM    | 1035p-1137p                             | 1-----  | :30 | 1     | \$70.00     | P-03 | 0.00          | NM     | 1     | \$70.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 05/04/15    | 05/10/15        | 1-----   |       | 1                                       |         |     |       | \$70.00     |      | 0.00          |        |       |            |
| N 11 | WBBJ | 04/20/15          | 04/26/15        | M-Su Prime Rotator 6p-10p<br>M-Su Prime Rotator 6p-10p | CM    | M-Sat 7-10p, Su 6<br>(7:00 PM-10:00 PM) | MTWTFSS | :30 | 2     | \$229.00    | P-03 | 0.00          | NM     | 2     | \$458.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 04/20/15    | 04/26/15        | MTWTFSS  |       | 2                                       |         |     |       | \$229.00    |      | 0.00          |        |       |            |
| N 12 | WBBJ | 04/27/15          | 05/03/15        | M-Su Prime Rotator 6p-10p<br>M-Su Prime Rotator 6p-10p | CM    | M-Sat 7-10p, Su 6<br>(7:00 PM-10:00 PM) | MTWTFSS | :30 | 3     | \$229.00    | P-03 | 0.00          | NM     | 3     | \$687.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>                       |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |            |
|      |      | Week: 04/27/15    | 05/03/15        | MTWTFSS  |       | 3                                       |         |     |       | \$229.00    |      | 0.00          |        |       |            |
|      |      |                   |                 |  |       |   |         |     |       |             |      |               | Totals | 51    | \$7,060.00 |