

# ORDER



**Orders**  
**Order / Rev:** 1817295  
**Alt Order #:**  
**Product Desc:** Walt Caldwell for District Judge  
**Estimate:** 10.28-11.2.20  
**Flight Dates:** 10/28/20 - 11/02/20  
**Original Date / Rev:** 10/28/20 / 10/28/20  
**Order Type:** NORMAL

**KNOE**  
**Primary AE:** Rebecca Marshall  
**Sales Office:** MONL  
**Sales Region:** Local

**Agency Name:** Empire Media and Management  
**Buying Contact:**  
**Billing Contact:**  
 201 Washington St.  
 Monroe, LA 71203

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

**Advertiser Name:** Walt Caldwell  
**Demographic:** A35+  
**Product Codes:** Candidate - Local - Judicial  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P-05

**New Business Thru:**  
**Advertiser External ID:** 184561  
**Agency External ID:** 166726  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	18	\$3,180.00	\$2,703.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	18	\$3,180.00	\$2,703.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$3,180.00</b>	<b>\$2,703.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rebecca Marshall	MONL	Local	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	KNOE	10/29/20	11/02/20	Good Morning Ark-La-Miss Good Morning Ark-La-Miss	CM	5a-7a	2--22--	:30	6	\$100.00	P-05	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---22--		4				\$100.00		0.00			
		Week: 11/02/20	11/08/20	2-----		2				\$100.00		0.00			
N 2	KNOE	10/29/20	11/02/20	CBS Price Is Right Price Is Right	CM	957a-11a	1--11--	:30	3	\$150.00	P-05	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---11--		2				\$150.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$150.00		0.00			
N 3	KNOE	10/29/20	11/02/20	M-F 430p-5p M-F 430p-5p	CM	430p-5p	1--11--	:30	3	\$60.00	P-05	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---11--		2				\$60.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$60.00		0.00			
N 4	KNOE	10/29/20	11/02/20	TV8 Report @ 5p TV8 Report @ 5p	CM	5p-530p	2--1---	:30	3	\$350.00	P-04	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---1---		1				\$350.00		0.00			
		Week: 11/02/20	11/08/20	2-----		2				\$350.00		0.00			
N 5	KNOE	10/28/20	11/02/20	TV8 report @ 6p TV8 report @ 6p	CM	559p-630p	1-111--	:30	4	\$300.00	P-05	0.00	NM	3	\$900.00

Order / Rev: 1817295  
 Alt Order #:  
 Flight Dates: 10/28/20 - 11/02/20

Advertiser: Walt Caldwell  
 Product Desc: Walt Caldwell for District Judge  
 Estimate: 10.28-11.2.20  
**KNOE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	--11---					2	\$300.00		0.00			
		Week: 11/02/20	11/08/20	1-----					1	\$300.00		0.00			
													Totals	18	\$3,180.00

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Walt Caldwell, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Walter M. Caldwell IV

Authorized committee:

Friends to Elect Walt Caldwell

Agency requesting time (and contact information):

N/A Empire Media Management - Armanda Lyon 315 791 1247

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Judge Fourth JDC Division E

Date of election:

Nov. 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

Paul Coburn

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

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

**Candidate/Committee/Agency**

**Station Representative**

Signature:

Signature:

Name:

Armanda McMullen Lyon

Name:

Laura King

Date of Request to Purchase Ad Time:

10/28/2020

Date of Station Agreement to Sell Time:

10-28-20



**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 10-28-20

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>1817295</u>	Station Call Letters: <u>KNOE</u>	Date Received/Requested: <u>10-28-20</u>
Est. #: <u>10.28-11.2.20</u>	Station Location: <u>Monroe / El Dorado</u>	Run Start and End Dates: <u>10.28.20-11.2.20</u>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

*"Georgiann-Potts-30" 25% TFN  
Monroe resident Georgiann Potts endorsing Walt Caldwell  
for 4th Judicial District Judge.*

**Federal Candidate Certification:**

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**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 10-28-20

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

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- Rejected – provide reason (optional):

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Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>1817925</u>	Station Call Letters: <u>KNOE</u>	Date Received/Requested: <u>10-28-20</u>
Est. #: <u>10.28-11.2.20</u>	Station Location: <u>Monroe/El Dorado</u>	Run Start and End Dates: <u>10.28.20-11.2.20</u>

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*"Misti-Cordell-30" 25% TFM  
Monroe resident Misti Cordell endorsing Walt Caldwell  
for 4th Judicial District Judge.*



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**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 10-28-20

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>1817925</u>	Station Call Letters: <u>KNOE</u>	Date Received/Requested: <u>10-28-20</u>
Est. #: <u>10.28 - 11.2.20</u>	Station Location: <u>Monroe / El Dorado</u>	Run Start and End Dates: <u>10.28.20 - 11.2.20</u>

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"Sarah-Caldwell-30" 25% TFN  
Sarah Caldwell daughter of Walt Caldwell endorsing her father for 4th Judicial District Judge.

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**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 10-28-20

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>1P17 295</u>	Station Call Letters: <u>KNOE</u>	Date Received/Requested: <u>10-28-20</u>
Est. #: <u>10.28-11.2.20</u>	Station Location: <u>Monroe / El Dorado</u>	Run Start and End Dates: <u>10.28.20-11.2.20</u>

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Monroe resident Vickie Krutzer endorsing Walt Caldwell for 4th Judicial District Judge.