

# ORDER

**Orders**  
**Order / Rev:** 311104  
**Alt Order #:**  
**Product Desc:** Urban League of LA-Final  
**Estimate:**  
**Flight Dates:** 11/15/19 - 11/16/19  
**Original Date / Rev:** 11/14/19 / 11/14/19  
**Order Type:** GENERAL

**KMEZ-FM**  
**Primary AE:** Kelwynn Napoleon  
**Sales Office:** L-NOL  
**Sales Region:** Local

**Agency**  
**Name:** Enterprise Strategies  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 52693  
 New Orleans, LA 70152

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

**Advertiser**  
**Name:** Gumbo Pac  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-STATE

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/28/19	11/16/19	15	\$840.00	\$714.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2019	15	\$840.00	\$714.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$840.00</b>	<b>\$714.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kelwynn Napoleon	L-NOL	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	KMEZ	11/15/19	11/16/19	M-F AM Drive M-F	CM	6a-10a	----4--	1:00	4	\$60.00	P-30	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/11/19	11/17/19	----4--		4				\$60.00		0.00			
N 2	KMEZ	11/15/19	11/16/19	M-F Midday M-F	CM	10a-3p	----3--	1:00	3	\$60.00	P-30	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: 11/11/19	11/17/19	----3--		3				\$60.00		0.00			
N 3	KMEZ	11/15/19	11/16/19	M-F PM Drive M-F	CM	3p-7p	----4--	1:00	4	\$60.00	P-30	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/11/19	11/17/19	----4--		4				\$60.00		0.00			
N 4	KMEZ	11/15/19	11/16/19	Sa-Su AM Sa-Su	CM	6a-10a	-----4-	1:00	4	\$45.00	P-30	0.00	NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/11/19	11/17/19	-----4-		4				\$45.00		0.00			
													<b>Totals</b>	<b>15</b>	<b>\$840.00</b>

311104

WEEKLY Station Radio Advertising Schedule							Date:	11-04-18		
Start Date	10-08-18						Client:	Urban League of LA		
End Date	10-08-18						Market:	New Orleans Radio Market		
Total Cost	2.00									
Daypart	Time	Order of the Week					Spots Per Week	Rate	Total	
		Mon	Tue	Wed	Thurs	Fri	Sat	Sun		
									\$	
<b>Old School 108.7</b>										
Monday - Friday	02 Seconds								0	
Monday - Friday	02 Seconds	Mon-Thurs							4	80.00
Monday - Friday	02 Seconds	Mon-Thurs							3	60.00
Monday - Friday	02 Seconds	Mon-Fri							4	80.00
Monday - Friday	02 Seconds	Tue-Thu							3	60.00
Saturday	02 Seconds	Mon-Fri					4		4	80.00
Saturday	02 Seconds	Mon-Fri							3	60.00
Saturday	02 Seconds	Mon-Fri							3	60.00
Sunday	02 Seconds	Tue-Thu							2	40.00
Sunday	02 Seconds	Mon-Fri							1	20.00
Sunday	02 Seconds	Mon-Fri							1	20.00
Sunday	02 Seconds	Mon-Fri							1	20.00
Sunday	02 Seconds	Mon-Fri							1	20.00
Sunday	02 Seconds	Tue-Thu							1	20.00
						<b>Total Spots Old School 108.7</b>	<b>18</b>	<b>0</b>	<b>360.00</b>	
Traffic Instructions/Notes:										
							<b>Station</b>	<b>Spots</b>	<b>Total</b>	
							108.7	18	360.00	
							<b>Total/est</b>	<b>18</b>	<b>360.00</b>	
							<b>Total</b>	<b>18</b>	<b>360.00</b>	

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KMEZ New Orleans	<b>Date:</b> 11/14/19
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I, Jacques Morial of Enterprise Strategies, LLC

do hereby request station time concerning the following issue:

2019 General Election (Non-Partisan)
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	SEE	ATTACHED			

This broadcast time will be used by: Urban League of La.

**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):

The URBAN LEAGUE of LOUISIANA

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):

Judy Reese-Morris, President & CEO

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):**

The URBAN LEAGUE OF LOUISIANA

**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):**

Judy Reese Mone President & CEO

**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)**

10.31.2019      *[Signature]*      504.315.5388  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected

*[Signature]*                      Kelwyn Napoleon                      AE  
Signature                      Printed Name                      Title