

# ORDER

**Orders**  
**Order / Rev:** 305724  
**Alt Order #:**  
**Product Desc:** Urban League of LA - WakeUp&GeauxV  
**Estimate:**  
**Flight Dates:** 11/09/19 - 11/12/19  
**Original Date / Rev:** 11/08/19 / 11/08/19  
**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   | 11/12/19 | 12      | \$675.00     | \$573.75   |

**Totals**

| Month         | # Spots   | Gross Amount    | Net Amount      | Rating      |
|---------------|-----------|-----------------|-----------------|-------------|
| November 2019 | 12        | \$675.00        | \$573.75        | 0.00        |
| <b>Totals</b> | <b>12</b> | <b>\$675.00</b> | <b>\$573.75</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 | 11/11/19          | 11/12/19        | M-F AM Drive<br>M-F | CM    | 6a-10a            | 32----- | 1:00 | 5     | \$60.00     | P-50 | 0.00          | NM            | 5         | \$300.00        |
|     |      | <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        | 32-----             |       | 5                 |         |      |       | \$60.00     |      | 0.00          |               |           |                 |
| N 2 | KMEZ | 11/11/19          | 11/12/19        | M-F PM Drive<br>M-F | CM    | 3p-7p             | 22----- | 1:00 | 4     | \$60.00     | P-50 | 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        | 22-----             |       | 4                 |         |      |       | \$60.00     |      | 0.00          |               |           |                 |
| N 3 | KMEZ | 11/09/19          | 11/09/19        | Sa-Su AM<br>Sa-Su   | CM    | 6a-10a            | -----3- | 1:00 | 3     | \$45.00     | P-50 | 0.00          | NM            | 3         | \$135.00        |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       | <u>Spots/Week</u> |         |      |       | <u>Rate</u> |      | <u>Rating</u> |               |           |                 |
|     |      | Week: 11/04/19    | 11/10/19        | -----3-             |       | 3                 |         |      |       | \$45.00     |      | 0.00          |               |           |                 |
|     |      |                   |                 |                     |       |                   |         |      |       |             |      |               | <b>Totals</b> | <b>12</b> | <b>\$675.00</b> |

| Approved WEEKLY URBAN Radio Advertising Schedule |            |                  |                    |        |         | Date:                   | 07-Nov-19 |                |                 |              |              |
|--|------------|------------------|--------------------|--------|---------|-------------------------|-----------|----------------|-----------------|--------------|--------------|
| Start Date                                       | 09-Nov-19  | Client:          | Urban League of La |        | Market: | New Orleans Metro-URBAN |           |                |                 |              |              |
| End Date   | 12-Nov-19  |                  |                    |        |         |                         |           |                |                 |              |              |
| Total Run  | 4 days     |                  |                    |        |         |                         |           |                |                 |              |              |
| Daypart  | Times      | Days of the Week |                    |        |         |                         |           | Spots Per Week | Rate            | Total        |              |
|  |            | START            |                    |        |         |                         |           |                |                 |              |              |
|  |            | Mon              | Tues               | Wed    | Thurs   | Fri                     | Sat       | Sun            | \$              |              |              |
|  |            | 11-Nov           | 12-Nov             | 13-Nov | 14-Nov  | 15-Nov                  | 8-Nov     | 10-Nov         |                 |              |              |
| <b>KMEZ-FM</b>                                   |            |                  |                    |        |         |                         |           |                |                 |              |              |
| Monday - Friday                                  | 60 Seconds |                  |                    |        |         |                         |           |                | 0               | 60 \$        | -            |
| Monday - Friday                                  | 60 Seconds | 6am-10am         | 3                  | 2      |         |                         |           |                | 5               | 60 \$        | 300          |
| Monday - Friday                                  | 60 Seconds | 10am-3pm         |                    |        |         |                         |           |                | 0               | 60 \$        | -            |
| Monday - Friday                                  | 60 Seconds | 3pm-7pm          | 2                  | 2      |         |                         |           |                | 4               | 60 \$        | 240          |
| Monday - Friday                                  | 60 Seconds | 7pm-12Mid        |                    |        |         |                         |           |                | 0               | 30 \$        | -            |
| Saturday   | 60 Seconds | 6am-10pm         |                    |        |         |                         |           | 3              | 3               | 45 \$        | 135          |
| Saturday   | 60 Seconds | 10am-3pm         |                    |        |         |                         |           |                | 0               | 50 \$        | -            |
| Saturday   | 60 Seconds | 3pm-7pm          |                    |        |         |                         |           |                | 0               | 50 \$        | -            |
| Saturday   | 60 Seconds | 7pm-12Mid        |                    |        |         |                         |           |                | 0               | 30 \$        | -            |
| Sunday   | 60 Seconds | 6am-10pm         |                    |        |         |                         |           |                | 0               | 40 \$        | -            |
| Sunday   | 60 Seconds | 10am-3pm         |                    |        |         |                         |           |                | 0               | 50 \$        | -            |
| Sunday   | 60 Seconds | 3pm-7pm          |                    |        |         |                         |           |                | 0               | 50 \$        | -            |
| Sunday   | 60 Seconds | 7pm-12Mid        |                    |        |         |                         |           |                | 0               | 30           | -            |
| <b>Total Spots Old School KMEZ-FM</b>            |            |                  |                    |        |         |                         |           |                | <b>12</b>       | <b>\$</b>    | <b>675</b>   |
| Traffic Instructions/Notes:                      |            |                  |                    |        |         |                         |           |                |                 |              |              |
|  |            |                  |                    |        |         |                         |           |                | <b>Station</b>  | <b>Spots</b> | <b>Total</b> |
|  |            |                  |                    |        |         |                         |           |                | KMEZ            | 12           | \$675        |
|  |            |                  |                    |        |         |                         |           |                | <b>Total/Wk</b> | <b>#REF!</b> | <b>\$675</b> |
|  |            |                  |                    |        |         |                         |           |                | net =           |              | \$573.75     |

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|  |                         |
|--|-------------------------|
| Station and Location:<br><b>KATZ New Orleans, LA</b> | Date:<br><b>11/8/19</b> |
|--|-------------------------|

I, **Jacques Morial of Enterprise Strategies, LLC**  
do hereby request station time concerning the following issue:

(Print or type name of issue or candidate)

| Broadcast Length    | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---------------------|----------------------------------|------|-------|----------------|-----------------|
| <b>SEE ATTACHED</b> |                                  |      |       |                |                 |

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 partner in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the 501 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):

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

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 6)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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)**

12/31/2019                      *Roger E. Howell*                      504-315-5319  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected  
*Neil*                                      Kelvin Napolcan                                      AE  
Signature                                      Printed Name                                      Title