



KLAX
P.O. Box 8818
Alexandria, LA 71306

CHARLES DEWITT
5106 S. MACARTHUR DR
ALEXANDRIA, LA 71302

Contract # 9419

Schedule Dates 10/22/14-11/03/14
Advertiser CHARLES DEWITT FOR CITY MARSHALL (2173)
Agency CHARLES DEWITT (1270)
Product POLITICAL (1031)
Brand CITY MARSHALL (4344)
Salesperson CARTER, CINDY (1040)
Sales Office ALEXANDRIA
Buyer Name DEWITT, CHARLES
Phone/Fax (318) 442-1513 /
CPE N/A
Account Types Local/Political Agency
Billing Type Calendar
Comments

Date Entered 10/20/14
Last Modified 10/20/14
Entered By Cindy Carter
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$799.50
Net Total \$4,530.50
Sales Tax

Alexandria (KLAX)

By Calendar Month	Spots	Rate
Oct. 2014	55	\$4,235.00
Nov. 2014	13	\$1,095.00
Grand Total:	68	\$5,330.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/14-10/24/14	3	:30	4A- 6:30A (CST)				1	1	1			3	\$10.00	\$30.00	Alexandria (KLAX)		10/20/14
2.0	Normal Line / SPOT	10/27/14-10/31/14	3	:30	4A- 6:30A (CST)		1	1	1	1	1			5	\$10.00	\$50.00	Alexandria (KLAX)		10/20/14
3.0	Normal Line / SPOT	11/03/14-11/03/14	3	:30	4A- 6:30A (CST)		1							1	\$10.00	\$10.00	Alexandria (KLAX)		10/20/14
4.0	Normal Line / SPOT	10/22/14-10/24/14	1	:30	7A- 9A (CST)				1	1	1			3	\$75.00	\$225.00	Alexandria (KLAX)		10/20/14
5.0	Normal Line / SPOT	10/27/14-10/29/14	1	:30	7A- 9A (CST)		1	1	1					3	\$75.00	\$225.00	Alexandria (KLAX)		10/20/14
6.0	Normal Line / SPOT	11/03/14-11/03/14	1	:30	7A- 9A (CST)		1							1	\$75.00	\$75.00	Alexandria (KLAX)		10/20/14
7.0	Normal Line / SPOT	10/25/14-11/02/14	2	:30	7A- 8A (CST)							1	1	4	\$40.00	\$160.00	Alexandria (KLAX)		10/20/14
8.0	Normal Line / SPOT	10/23/14-10/24/14	1	:30	9A- 10A (CST)					1	1			2	\$60.00	\$120.00	Alexandria (KLAX)		10/20/14
9.0	Normal Line / SPOT	10/29/14-10/31/14	1	:30	9A- 10A (CST)				1	1	1			3	\$60.00	\$180.00	Alexandria (KLAX)		10/20/14
10.0	Normal Line / SPOT	11/03/14-11/03/14	1	:30	9A- 10A (CST)		1							1	\$60.00	\$60.00	Alexandria (KLAX)		10/20/14
11.0	Normal Line / SPOT	10/22/14-10/23/14	2	:30	1P- 2P (CST)				1	1				2	\$25.00	\$50.00	Alexandria (KLAX)		10/20/14
12.0	Normal Line / SPOT	10/27/14-10/29/14	2	:30	1P- 2P (CST)		1	1	1					3	\$25.00	\$75.00	Alexandria (KLAX)		10/20/14
13.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	1P- 2P (CST)		1							1	\$25.00	\$25.00	Alexandria (KLAX)		10/20/14
14.0	Revised Line / SPOT	10/24/14-10/24/14	2	:30	3P- 4P (CST)						1						Alexandria (KLAX)		10/20/14
14.1	Normal Line / SPOT	10/24/14-10/24/14	2	:30	3P- 4P (CST)						1			1	\$20.00	\$20.00	Alexandria (KLAX)		10/20/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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15.0	Revised Line / SPOT	10/30/14-10/31/14	2	30:00	3P- 4P (CST)					1	1						Alexandria (KLAX)		10/20/14
15.1	Normal Line / SPOT	10/30/14-10/31/14	2	:30	3P- 4P (CST)					1	1			2	\$20.00	\$40.00	Alexandria (KLAX)		10/20/14
16.0	Revised Line / SPOT	11/03/14-11/03/14	2	30:00	3P- 4P (CST)		1										Alexandria (KLAX)		10/20/14
16.1	Normal Line / SPOT	11/03/14-11/03/14	2	:30	3P- 4P (CST)		1							1	\$20.00	\$20.00	Alexandria (KLAX)		10/20/14
17.0	Revised Line / SPOT	10/22/14-10/23/14	2	30:00	5:30P- 6P (CST)				1	1							Alexandria (KLAX)		10/20/14
17.1	Normal Line / SPOT	10/22/14-10/23/14	2	:30	5:30P- 6P (CST)				1	1				2	\$75.00	\$150.00	Alexandria (KLAX)		10/20/14
18.0	Revised Line / SPOT	10/30/14-10/31/14	2	30:00	5:30P- 6P (CST)					1	1						Alexandria (KLAX)		10/20/14
18.1	Normal Line / SPOT	10/30/14-10/31/14	2	:30	5:30P- 6P (CST)					1	1			2	\$75.00	\$150.00	Alexandria (KLAX)		10/20/14
19.0	Revised Line / SPOT	11/03/14-11/03/14	2	30:00	5:30P- 6P (CST)		1										Alexandria (KLAX)		10/20/14
19.1	Normal Line / SPOT	11/03/14-11/03/14	2	:30	5:30P- 6P (CST)		1							1	\$75.00	\$75.00	Alexandria (KLAX)		10/20/14
20.0	Revised Line / SPOT	10/24/14-10/24/14	1	30:00	6P- 6:30P (CST)						1						Alexandria (KLAX)		10/20/14
20.1	Normal Line / SPOT	10/24/14-10/24/14	1	:30	6P- 6:30P (CST)						1			1	\$100.00	\$100.00	Alexandria (KLAX)		10/20/14
21.0	Revised Line / SPOT	10/27/14-10/29/14	1	30:00	6P- 6:30P (CST)		1	1	1								Alexandria (KLAX)		10/20/14
21.1	Normal Line / SPOT	10/27/14-10/29/14	1	:30	6P- 6:30P (CST)		1	1	1					3	\$100.00	\$300.00	Alexandria (KLAX)		10/20/14
22.0	Revised Line / SPOT	11/03/14-11/03/14	1	30:00	6P- 6:30P (CST)		1										Alexandria (KLAX)		10/20/14

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22.1	Normal Line / SPOT	11/03/14-11/03/14	1	:30	6P- 6:30P (CST)	1	1							1	\$100.00	\$100.00	Alexandria (KLAX)		10/20/14
23.0	Revised Line / SPOT	10/22/14-10/23/14	1	:30	6:30P- 7P (CST)				1	1							Alexandria (KLAX)		10/20/14
23.1	Normal Line / SPOT	10/22/14-10/23/14	1	:30	6:30P- 7P (CST)				1	1				2	\$60.00	\$120.00	Alexandria (KLAX)		10/20/14
24.0	Revised Line / SPOT	10/30/14-10/31/14	1	:30	6:30P- 7P (CST)					1	1						Alexandria (KLAX)		10/20/14
24.1	Normal Line / SPOT	10/30/14-10/31/14	1	:30	6:30P- 7P (CST)					1	1			2	\$60.00	\$120.00	Alexandria (KLAX)		10/20/14
25.0	Normal Line / SPOT	10/22/14-10/22/14	1	:30	10P- 10:35P (CST)				1					1	\$100.00	\$100.00	Alexandria (KLAX)		10/20/14
26.0	Normal Line / SPOT	10/30/14-10/31/14	1	:30	10P- 10:35P (CST)					1	1			2	\$100.00	\$200.00	Alexandria (KLAX)		10/20/14
27.0	Normal Line / SPOT	11/03/14-11/03/14	1	:30	10P- 10:35P (CST)		1							1	\$100.00	\$100.00	Alexandria (KLAX)		10/20/14
28.0	Normal Line / SPOT	10/24/14-10/24/14	1	:30	10:35P- 11:06P (CST)						1			1	\$100.00	\$100.00	Alexandria (KLAX)		10/20/14
29.0	Normal Line / SPOT	10/27/14-10/28/14	1	:30	10:35P- 11:06P (CST)		1	1						2	\$100.00	\$200.00	Alexandria (KLAX)		10/20/14
30.0	Normal Line / SPOT	11/03/14-11/03/14	1	:30	10:35P- 11:06P (CST)		1							1	\$100.00	\$100.00	Alexandria (KLAX)		10/20/14
31.0	Normal Line / SPOT	10/23/14-10/24/14	2	:30	11:06P- 12:06A (CST)					1	1			2	\$50.00	\$100.00	Alexandria (KLAX)		10/20/14
32.0	Normal Line / SPOT	10/29/14-10/31/14	2	:30	11:06P- 12:06A (CST)				1	1	1			3	\$50.00	\$150.00	Alexandria (KLAX)		10/20/14
33.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	11:06P- 12:06A (CST)		1							1	\$50.00	\$50.00	Alexandria (KLAX)		10/20/14
34.0	Normal Line / SPOT	10/22/14-10/22/14	1	:30	9P- 10P (CST)				1					1	\$450.00	\$450.00	Alexandria (KLAX)		10/20/14

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35.0	Normal Line / SPOT	10/24/14-10/24/14	1	:30	9P- 10P (CST)						1			1	\$450.00	\$450.00	Alexandria (KLAX)		10/20/14
36.0	Normal Line / SPOT	10/31/14-10/31/14	1	:30	7P- 8P (CST)						1			1	\$450.00	\$450.00	Alexandria (KLAX)		10/20/14
37.0	Normal Line / SPOT	11/02/14-11/02/14	1	:30	9P- 10P (CST)								1	1	\$400.00	\$400.00	Alexandria (KLAX)		10/20/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KMAX TV Alexandria, VA.	Date: 10/20/2014
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I, Charles DeWitt,
being/on behalf of: Charles DeWitt, a legally
qualified candidate of the DEMOCRATIC political
party for the office of: City Marshall
in the Primary Election
election to be held on: November 4, 2014
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:	5,331 Less 16% 799.65	TOTAL DUE 4531.35
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CHARLES DEWITT

Charles Dewitt For City Marshall
OCTOBER 22 - NOVEMBER 3, 2014

OCTOBER 22 - NOVEMBER 3, 2014

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PROGRAM	DAY/TIME	COST	SU OCT-19	MO OCT-20	TU OCT-21	WE OCT 22	TH OCT 23	FR OCT-24	SA OCT-25	COUNT	TOTAL
America This Morning	4-6:30A #3	10				1	1	1		3	30
GMA	7-9A #1	75				1	1	1		3	225
GMA SUN & SAT	7-8A #2	40							1	1	40
DR. OZ	9-10A #1	60				1	1	1		1	120
GENERAL HOSPITAL	1-2P #2	25				1	1			2	50
QUEEN LATIFA	3-4P #2	20						1		1	20
ABC WORLD NEWS	5:30-6P #2	75				1	1			2	150
6PM NEWS	6-6:30P #1	100						1		1	100
ENT. TONIGHT	6:30-7P #1	60				1	1			1	120
10PM NEWS	10-10:35P #1	100				1				1	100
JIMMY KIMMEL LIVE	10:35-11:06P #1	100						1		1	100
NIGHTLINE	11:06-12:06P #2	50					1			2	100
NASHVILLE	9-10P #1	450					1			1	450
20/20		450						1			450

CHARLES DEWITT

Charles DeWitt For City Marshall
OCTOBER 22 - NOVEMBER 3, 2014

OCTOBER 22 - NOVEMBER 3, 2014

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ABC 31 KLA-X-TV CINDY CARTER 318 664-4035

[illegible]

CHARLES DEWITT

Charles DeWitt For City Marshall
OCTOBER 22 - NOVEMBER 3, 2014

OCTOBER 22 - NOVEMBER 3, 2014

ABC 31 KLAS-TV CINDY CARTER 318 664-4035

Page (3)

[illegible]

For programming that, in whole or in part, “communicates a message relating to any political matter of national importance,” list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Charles DeWitt

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate’s authorized committee is:

Charles DeWitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

Date

Charles DeWitt

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Andy Carter

Signature

ANDY CARTER

Printed Name

Sales

Title



POLITICAL INQUIRY FORM

Date of Inquiry: 10/20/2014

Time of Inquiry: 9:50 AM

Agent/Person Inquiring: CHARLES DEWITT

Contact info: **Renee Verma**
225-505-4166

vermacommunications.com

CHARLES DEWITT
225 405-9049

Address to send Political Packet:

5106 So Mac Arthur Dr
Alhambra, CA 91802
318 442-1513

Inquiring on behalf of:

Candidate: CHARLES DEWITT

Political Party: DEMOCRAT

For Office: CITY MARSHALL

In the election: PRIMARY

Held on: NOVEMBER 4, 2014

INFORMATION DISPENSED:

POLITICAL INQUIRY FORM
KLAX POLITICAL POLITY
4th QTR POLITICAL RATE CARD
LETTER TO ADVERTISING AGENCIES
ADVERTISING SCHEDULE

KLAX-TV Representative

CINDY CARTER

**KLAX-TV
POLITICAL POLICY**

POLITICAL RATE CARD

ISSUE EFFECTIVE: 8/7/14-TFN

TO: ALL POLITICAL CANDIDATES

**2014 ELECTION
POLITICAL WINDOWS**

**April 5, 2014
PRIMARY
May 3, 2014
GENERAL**

**November 4, 2014
PRIMARY
December 6, 2014
GENERAL ELECTION**

As an aid to candidates who are considering the use of KLAX-TV for the 2014 Election, below is a brief explanation of our guidelines:

- (1) ELECTION WINDOWS AND ELECTION DATES**
- (2) POLITICAL PROCEDURES AND POLICIES FOR QUALIFIED CANDIDATES**
- (3) RATES FOR QUALIFIED CANDIDATES**
- (4) PRODUCTION OF POLITICAL ANNOUNCEMENTS**

2014 QUALIFYING PERIODS AND ELECTION DATES

Following is the 2014 *qualifying periods* and *election dates* in our market:

QUALIFYING PERIODS AND ELECTION DATES

LUR WINDOW OPENS:

January 2014

Elections include, but are not limited to:

Pineville, Mayor & Council Members

April 5, 2014 Open Primary

LUR WINDOW OPENS:

January, 2014

Elections include, but are not limited to:

Run offs/ Issues

May 3, 2014 General Election

Fall Open Primary and General/Congressional Election

LUR WINDOW OPENS:

September 6, 2014

The following is important information for the Nov. 4, 2014 primary and the Dec. 6, 2014 general:

- qualifying period is Aug. 20, 21, and 22 until 4:30 p.m.;
- state candidates qualify in the executive offices of Secretary of State Tom Schedler at 8585 Archives Ave., in Baton Rouge (hours are 8 a.m. to 4:30 p.m.);
- local and municipal candidates qualify with the clerk of court in the parish in which they are registered to vote (contact your local [clerk of court](#) for office hours);
- view a [list of qualifying fees](#) (payment must be in the form of cash; certified or cashier's check on a state or national bank or credit union; United States postal money order; or money order issued by a state or national bank or credit union;
- early voting is Oct. 21-28 (except Sunday) from 8:30 a.m. to 6 p.m. for the Nov. 4 primary election; and
- early voting is Nov. 22-29 (except Sunday) from 8:30 a.m. to 6 p.m. for the Dec. 6 general election.

Elections include, but are not limited to:

**CONGRESSIONAL / PRESIDENTIAL ELECTIONS: OFFICES
REGULARLY SCHEDULED TO BE FILLED**

Office Titles	Number Elected	Year Next Election	Years of Term	Beginning of Next Term	Expiration of Next Term
U. S. Senators	1	2014	6	Noon, Jan. 3	Noon, Jan. 4
U. S. Representatives	6	2014	2	Noon, Jan. 3 1/3/2015	Noon, Jan. 3 1/3/2017
District Judges	218	2014	6	Jan. 1: 1/1/2015	Dec. 31
District Attorneys	42	2014	6	2nd Mon. in Jan.: 1/12/2015	Dec. 31
Court Judges: Parish / Family / Juvenile	23	varies	varies	Jan. 1	Dec. 31
City Court Judges	69	varies	varies	Jan. 1	Dec. 31

**PLEASE NOTE THE POLITICAL WINDOWS ARE 45-DAYS PRIOR TO THE
PRIMARY AND 60 DAYS PRIOR TO GENERAL ELECTIONS DATES.**

INFORMATION CONCERNING POLITICAL ADVERTISING POLICIES OF KLAX-TV

The following describes the political advertising policies of KLAX-TV, adopted in compliance with requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission. These policies apply to purchases of advertising time for “use” by legally-qualified political candidates. A political advertisement or program involves a “use” if it includes the recognizable voice or image of the candidate. Candidates may be asked to demonstrate that they are legally-qualified.

Spot announcements – Terms and Conditions

During the 45-day period before a primary election and the 60-day period before a general or special election (the “Pre-Election Window”), the Station will sell spot announcement time to political candidates on the same terms and conditions, including discount and other privileges, as are available to its most favored commercial advertisers.

The following classes of spot announcements, each of which has a separate rate structure and lowest unit charge, are available:

LEVEL I: (FIXED)

This is a non-preemptible premium rate.

LEVEL II : (PREEMPTIBLE WITH NOTICE)

This is an “Effective Selling Level” rate; the bracketed rate. Notice of preemption will be given no later than one (1) week before air time.

LEVEL III : (IMMEDIATELY PREEMPTIBLE WITHOUT NOTICE)

Notice of preemption will NOT be given nor will makegoods be provided.

LEVEL IV - VII: (ROS/PACKAGES)

Occasionally, the Station accepts orders which are run-of-schedule, (meaning they cross-over traditional day-parts and the advertiser has no guarantee as to rotation and placement). If requested, we will provide any run-of-schedule rotations (and rates) that have run or are scheduled to run anytime during the political period (45 days prior to primary and 60 days prior to the General Election).

Run-of-schedule spots traditionally have little chance to run during heavy demand seasons. Make-goods will not be guaranteed.

If you would like to purchase spots at package rates, please contact the General Sales Manager or the Local Sales Manager for additional information.

LEVEL VIII: (DIRECT RESPONSE/PER INQUIRY/POSTING WEIGHT)

These types of advertisements are the last to be placed in available times. During Heavy demand periods (such as political windows) clearance is often beneath 10%. Preemption notification is not given and make goods are not offered.

ESTIMATION OF PREEMPTION

- | | |
|-----------------|--|
| Level I: | Not preemptible |
| Level II: | Possibility of preemption's in high demand areas, one week notice must be given; bracketed rates included. |
| Level III: | Immediately preemptions – no notice will be given. |
| Level IV - VII: | Extremely high possibility of preemption's, no notice given, no make goods guaranteed. |
| Level VIII: | Highest level of preemptions, no notice given, no make goods made. |

Percentage of preemptibility (estimated, fluctuates according to volume)

- | | |
|-------------|---------|
| Level I: | 0% |
| Level II: | 15-20% |
| Level III: | 20-35% |
| Level IV: | 30-50% |
| Level V: | 50-60% |
| Level VI: | 60-70% |
| Level VII: | 90-100% |
| Level VIII: | 95-100% |

Candidates may purchase time at the lowest unit charge or at higher negotiated rates.

All commercials and program are fully commissionable to recognized agencies at 15%. Candidates who purchase time without use of an agency will be extended a 15% discount.

Sales of Time Outside the Pre-Election Window

If candidates purchase time for broadcast outside the statutory Pre-Election Window, rates and conditions of sales will be comparable to those charged and applied to commercial advertisers.

Avails and rates will be provided to candidates for these periods on the same basis as to commercial advertisers. Candidates are not entitled to the lowest unit charge for time purchased for use outside statutory Pre-Election Windows but will be sold time at rates comparable to those paid by commercial advertisers. Volume discounts and similar discount privileges are available to candidates only on the same basis they are available to commercial advertisers during those periods. Rebates will be available only if required by equal opportunities and comparable rate requirements. The Station's policies concerning make-goods, the availability and pricing of package plans and other sales practices will be applied to political advertisers during non-window periods on the same basis as to commercial advertisers. Candidates purchasing time for broadcast outside the pre-election windows should inquire if they have additional questions about the Station's policies during these periods.

Availability's

Attached hereto is a description of programs, dayparts, rotations and packages available on the Station, showing applicable rates. See attachments at the end of this package.

The Station may also make available other rotations upon request, and may negotiate special advertising packages (combinations of spots in various classes or rotations) tailored to suit the particular needs of individual candidates. The Station may also engage in special promotions and, if so, it will make such promotions available to political advertisers upon request. Please note that in calculating the lowest unit charge, the Station will take into account the rates for spots which are part of packages sold to commercial advertisers, and candidates, who purchase time for use during the Pre-Election Window do not need to purchase packages in order to gain the advantage of package pricing.

All Station sales of time for use by political candidates are subject to federal equal opportunities and reasonable access requirements.

Program Time-Terms and Conditions

The Station will, on appropriate request and consistent with applicable federal requirements, make program time available for use by legally-qualified federal political candidates. Dates for programs are available on request.

Make-Goods

The Station will provide "make-goods" prior to the election for candidate spots purchased for airing during the Pre-Election Window which are preempted because of the nature of the time purchased, and will make every effort to provide a make-good in the same daypart or program purchased. However, it cannot guarantee any advertiser that make-goods will be provided in the time period originally ordered. If inventory constraints preclude identical scheduling, the Station will offer make-goods in time period(s) of equal or greater value, or, if the candidate prefers, will issue credits or rebate.

Rebates

The lowest unit charge is the lowest per-spot price paid for the same class and amount of time during the same time period. Current estimates of the lowest unit charge and chances of preemptibility are attached except packaging type situations. Because determination of the lowest unit charge cannot be made until after all time has aired in a particular week and because the rate levels at which time will clear vary with market demand, the Station cannot guarantee its estimates of the LUC or of the preemptibility of various classes of or rates for time. All such estimates are subject to change in light of current market developments. Candidates should inquire at the time of order as to current estimates of the LUC and preemptibility.

On a weekly basis, the Station will review purchases of advertising by commercial and political advertisers. If that review indicates that political candidates are entitled to rebates in order to comply with federal requirements, every effort will be made to issue rebates (or, at the candidate's option, credits) within one week and, to the extent possible, prior to the election.

Ordering Procedures

All political advertisers are asked to execute the attached "Acknowledgement of Political Broadcasting Policies of "KLAX-TV."

Payment in full is due at the time of the order but no more than one week before the schedule is to start. Exceptions may be made for candidates or agencies (which accept payment responsibility in writing) with an established credit history, consistent with the Station's policy with respect to similarly-situated commercial advertisers. No scheduled time will be considered firm until the Station has confirmed and accepted the order and payment is received. All payments must be made by check, cash or money order. All political advertisers must provide complete information concerning the entity or individual who is paying for the advertisement including the identity of its chief executive officers or members of its executive committee or board of directors.

The Station reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the Station, the candidate will be advised as soon as practicable and an appropriate refund will be issued.

All advertising contracts and production material should arrive at KLAX-TV forty-eight (48) hours in advance of broadcast in order to ensure compliance with sponsorship identification requirements, Station's technical standards and the provisions of this policy. Candidate's announcements are accepted on the day of the election until the polls close. In the event that the election day falls on a holiday and/or weekend, the Station personnel will provide accessibility for candidates.

STATION PERSONNEL:

Charles Neal, Media Consultant
Ken Nolan, General Manager
(318) 473 – 0031

Station Identification

All political announcements and programs must include a sponsorship identification announcement which fully and accurately identifies the organization or individual which has paid for the commercial, using the terms "paid for by" or "sponsored by" or "approved by (the candidate)." (Such sponsorship identification must be visual, must last at least four (4) seconds, and must use letters which are all at least 4% of vertical picture height.) If an announcement or program does not include the required sponsorship identification, the Station will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers.

Disputes

The Communication Act of 1934, as amended (the "Act"), establishes certain requirements for the sale of broadcast advertising time for use by or on behalf of political candidates. The Federal communications Commission ("FCC") has adopted rules and policies to implement those requirements and asserted its exclusive jurisdiction to enforce the Act. Complaints concerning the sale of political advertising by the Station should therefore be filed with the FCC, subject to judicial appeal as provided by the Act. In order to ensure that material necessary to resolution of the disputes is maintained, political advertisers should file complaints with the FCC concerning the Station's political practices and policies promptly. The FCC's resolution of such complaint(s), subject to such judicial review as is provided by the Act, provides the sole and exclusive remedy for such complaints.

Other Matters

The Station maintains a public inspection file at 1811 England Drive, Alexandria, Louisiana 71303, Office of the Sales Manager, which includes certain required information concerning political advertising. This file is available for public inspection and copying at a rate of \$0.15 per sheet during KLAX-TV business hours, 8:00 A.M. to 5 P.M. (Monday – Friday) or on-line at KLAX.COM.

Please contact John LeBoeuf, Sales Manager, or John Matheme, Media Consultant, at (318) 473 – 0031 if you have any questions concerning the political advertising policies or rates of the Station.

This policy and the rates set forth on the Station's attached political rate cards are subject to change.

ACKNOWLEDGEMENT OF POLITICAL BROADCASTING POLICIES OF KLAX-TV

This will acknowledge receipt of "Information Concerning Political Advertising Policies of KLAX-TV."

I agree that all purchases of advertising time on KLAX-TV which I make by or on behalf of legally-qualified political candidates will be made subject to this acknowledgment and the KLAX-TV Political Policy.

I acknowledge that I have been informed to my satisfaction concerning the classes of time which are available to advertisers, including without limitation every level of preemptibility; the chances of preemption for the various levels of preemptibility; the availability of discount packages and rotation, including the Station's willingness to negotiate combinations of time suitable to the needs of particular candidates; the Station's lowest unit charge and related privileges for each class of time; and the Station's policy with respect to make-goods.

I recognize that the Federal Communications Commission ("FCC") has asserted its exclusive jurisdiction under the Communications Act of 1934, as amended (the "Act"), with respect to all disputes concerning purchases of advertising time by or on behalf of legally-qualified political candidates, specifically including all disputes concerning charges for candidates' "uses" of Station facilities. I acknowledge that all such disputes will therefore be governed exclusively by the Act, and the rules and policies for the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided for the Act. In order to ensure that material necessary to resolution of such disputes is maintained, any such complaint should be filed with the FCC promptly.

I certify that all advertising purchased by me for broadcast on the Station will include my recognizable voice or image. Unless I am a candidate for federal elective office, I agree to indemnify and hold the Station harmless from and against any and all damages and liability, including reasonable attorney's fees, which may be assessed against the Station as the result of its broadcast of advertising not involving a "use" by me which I purchase.

If I am an agent acting on behalf of a candidate, I certify that I have made full disclosure to the candidate of the information provided to me by the Station concerning its political advertising policies, and, if not, that I have been specifically authorized by the candidate to purchase advertising time on the Station on his or her behalf without the need to make such full disclosure.

I further represent that all advertising which I purchase on the candidate's behalf will include candidate's recognizable voice or image. Unless I am acting on the behalf of a candidate for federal elective office, I further represent that the candidate agrees to indemnify and hold the Station harmless from and against any and all damages and liability, including reasonable attorneys' fees, which may be assessed against the Station as the result of its broadcast of advertising not involving a "use" by the candidate which I purchase on the candidate's behalf. I further represent that I am authorized by all candidates on whose behalf I purchase time to agree to the terms and conditions set forth herein.


By:

On behalf of: Charlie DeWitt, candidate for City Marshal

Date: 10-20-14