

Order #941719: Sadler Str../Yes on Pro../SPORTS BET../2669

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
07/07/22 9:00:48 AM	Ready for approval		Ready	David Stev	\$42,240.00	168	0.00
07/07/22 10:05:16 AM	Approval Workflow		[Sales Manager - Ready Default]	Tim Rapp	\$42,240.00	168	0.00
07/07/22 10:11:05 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Linda Pete	\$42,240.00	168	0.00
07/07/22 10:11:08 AM	Approved			Linda Pete	\$42,240.00	168	0.00
07/07/22 10:16:04 AM	Processed		<async process>	Sydney Tc	\$42,240.00	168	0.00
07/07/22 9:00:06 AM	New order created		Imported EC Order	David Stev	\$42,240.00	168	0.00

[Sorted by: Remote Doc]

ORDER

Orders
Order / Rev: 941719
Alt Order #: 36022959
Product Desc: SPORTS BETTING
Estimate: 2669
Flight Dates: 07/11/22 - 09/04/22
Original Date / Rev: 07/07/22 / 07/07/22
Order Type: GENERAL

KMJ-AM/FM
Primary AE: Katz Los Angeles
Sales Office: K-375
Sales Region: N-Ktz375

Agency Name: Sadler Strategic Media
Buying Contact:
Billing Contact:
 12103 Viewcrest Road
 Studio City, CA 91604

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

Advertiser Name: Yes on Prop 27
Demographic: A25-49
Product Codes: Issues/Propositions
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: GEN
Priority: P-100

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/22	07/31/22	84	\$21,120.00	\$17,952.00
08/01/22	08/20/22	84	\$21,120.00	\$17,952.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	84	\$21,120.00	\$17,952.00	0.00
August 2022	84	\$21,120.00	\$17,952.00	0.00
Totals	168	\$42,240.00	\$35,904.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			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	KMJA	07/11/22	08/21/22	M-F AM Drive M-F	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	MTWTF--	1:00	8	\$325.00	P-50	0.00	NM	48	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	MTWTF--		8				\$325.00		0.00			
		Week: 07/18/22	07/24/22	MTWTF--		8				\$325.00		0.00			
		Week: 07/25/22	07/31/22	MTWTF--		8				\$325.00		0.00			
		Week: 08/01/22	08/07/22	MTWTF--		8				\$325.00		0.00			
		Week: 08/08/22	08/14/22	MTWTF--		8				\$325.00		0.00			
		Week: 08/15/22	08/21/22	MTWTF--		8				\$325.00		0.00			
N 2	KMJA	07/11/22	08/21/22	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	8	\$275.00	P-50	0.00	NM	48	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	MTWTF--		8				\$275.00		0.00			
		Week: 07/18/22	07/24/22	MTWTF--		8				\$275.00		0.00			
		Week: 07/25/22	07/31/22	MTWTF--		8				\$275.00		0.00			
		Week: 08/01/22	08/07/22	MTWTF--		8				\$275.00		0.00			
		Week: 08/08/22	08/14/22	MTWTF--		8				\$275.00		0.00			
		Week: 08/15/22	08/21/22	MTWTF--		8				\$275.00		0.00			
N 3	KMJA	07/11/22	08/21/22	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	MTWTF--	1:00	8	\$250.00	P-50	0.00	NM	48	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	MTWTF--		8				\$250.00		0.00			
		Week: 07/18/22	07/24/22	MTWTF--		8				\$250.00		0.00			
		Week: 07/25/22	07/31/22	MTWTF--		8				\$250.00		0.00			
		Week: 08/01/22	08/07/22	MTWTF--		8				\$250.00		0.00			
		Week: 08/08/22	08/14/22	MTWTF--		8				\$250.00		0.00			
		Week: 08/15/22	08/21/22	MTWTF--		8				\$250.00		0.00			

Order / Rev: 941719
 Alt Order #: 36022959
 Flight Dates: 07/11/22 - 09/04/22

Advertiser: Yes on Prop 27
 Product Desc: SPORTS BETTING
 Estimate: 2669
 KMJ-AM/FM

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:		07/11/22	07/17/22	MTWTF--					8	\$250.00		0.00			
Week:		07/18/22	07/24/22	MTWTF--					8	\$250.00		0.00			
Week:		07/25/22	07/31/22	MTWTF--					8	\$250.00		0.00			
Week:		08/01/22	08/07/22	MTWTF--					8	\$250.00		0.00			
Week:		08/08/22	08/14/22	MTWTF--					8	\$250.00		0.00			
Week:		08/15/22	08/21/22	MTWTF--					8	\$250.00		0.00			
N 4	KMJA	07/16/22	08/26/22	Sa-Su Prime Sa-Su	CM	6:00 AM-7:00 PM	-----S-	1:00	4	\$60.00	P-60	0.00	NM	24	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
WK -		07/16/22	07/22/22	-----S-					4	\$60.00		0.00			
Week:		07/23/22	07/29/22	-----S-					4	\$60.00		0.00			
Week:		07/30/22	08/05/22	-----S-					4	\$60.00		0.00			
Week:		08/06/22	08/12/22	-----S-					4	\$60.00		0.00			
Week:		08/13/22	08/19/22	-----S-					4	\$60.00		0.00			
Week:		08/20/22	08/26/22	-----S-					4	\$60.00		0.00			
Totals													168	\$42,240.00	

Jul 07, 22
 CONT# 36022959 Mod# Ver# 1 (Last =)
 REP CHRISTAL RADIO
 TO KMJ-AM (Fresno, CA) 941719
 FM STEVE SARANTOS
 OFF LOS ANGELES
 AGY SADLER STRATEGIC MEDIA
 ADDR 12103 VIEWCREST RD
 STUDIO CITY, CA 91604

DDS CONT# 0
 C/P/E: / / 2669

SALESPERSON FAX#

PH #

BYR ROSA LOZANO
 ADV YES ON 27
 PDT SPORTS BETTING
 FLT Jul 11, 22 - Sep 04, 22

* REP ORDER COMMENT *

** 7/6/2022 4:23:00 PM: POPULATIONBUYTYPE: CPP.

** 7/6/2022 4:23:00 PM: THIS IS A NEW ORDER. PLEASE CALL MIKE AT 310.633.0481 ASAP TO CONFIRM OR E-MAIL HER AT MIKE.FINKELSTEIN@KATZMEDIA.COM WITH CONFIRMATION. THANK YOU.

** 7/6/2022 4:23:00 PM: THIS IS A NEW ORDER. PLEASE CALL MIKE AT 310.633.0481 ASAP TO CONFIRM OR E-MAIL HER AT MIKE.FINKELSTEIN@KATZMEDIA.COM WITH CONFIRMATION. THANK YOU.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		FLIGHT 1							
	1.1	MTWTF..	6A - 10A	60	7/11/2022 - 8/19/2022	6W	8	\$325.00	48
	1.2	MTWTF..	10A - 3P	60	7/11/2022 - 8/19/2022	6W	8	\$275.00	48
	1.3	MTWTF..	3P - 7P	60	7/11/2022 - 8/19/2022	6W	8	\$250.00	48
	1.4S.	6A - 7P	60	7/16/2022 - 8/20/2022	6W	4	\$60.00	24
					** WEEKLY FLIGHT TOTALS **		28	\$42,240.00	

	Jul 22	Aug 22	Sep 22			
SPOTS	84	84	0			
CASH	21120.00	21120.00	0.00			
TRADE	0.00	0.00	0.00			
NSL	0.00	0.00	0.00			
TOTAL	21120.00	21120.00	0.00			

						TOTAL
SPOTS						168
CASH						42,240.00
TRADE						0.00
NSL						0.00
TOTAL						42,240.00

Jul 07, 22

CONT# 36022959 Mod# Ver# 1 (Last =)
REP CHRISTAL RADIO

DDS CONT# 0
C/P/E: / / 2669

**** Competitive Comments ****

SVC: Mar22-MAY22 MSA CustRadio
Demo Adults 25+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

**YES ON 27 - CALIFORNIANS FOR SOLUTIONS TO
HOMELESSNESS AND MENTAL HEALTH SUPPORT**

LETTER OF AUTHORIZATION

July 6, 2022

**Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604**

Dear Ms. Sadler:

Please accept this letter as authorization to represent Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support. Our official information is as follows:

Name: Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support, a Coalition of Housing and Mental Health Experts, Concerned Taxpayers and Digital Sports Entertainment and Gaming Companies

**Address: 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901
Phone: (415) 389-6800**

**Name of President: Jeremy Kudon
Name of Treasurer: Steven S. Lucas
Committee I.D.#: 1440682
Federal ID #: 87-2296531**

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: Jeremy Kudon Title: President

Name: Steven S. Lucas Title: CFO

Name: Griffin Finan Title: Director

Signature



Steven S. Lucas, CFO/Treasurer



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-1



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler Wolf, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Sheri Sadler Wolf

Agency name: Sadler Strategic Media Inc

Address: 12103 Viewcrest Rd, Studio City, CA 91604

Contact: Sheri Sadler Wolf

Phone number: 818-506-5443

Email: sheri@sadlerstrategic.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Yes on 27, Californians for Solutions to Homelessness and Mental Health Support, a Coalition of Housing and Mental Health

Address: 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901

Contact: Steven S. Lucas

Phone number: (415) 389-6800

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Name of President: Jeremy Kudon

Name of Treasurer: Steven S. Lucas

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary: N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Sheri S Wolf</i>	Signature: <i>Linda Peterson</i>
Name: Sheri Sadler Wolf	Name: <i>Linda Peterson</i>
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time: <i>7-7-22</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *7-7-22*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted

Accepted IN PART (e.g., ad not received to determine content)*

Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any:

n/a

Contract #: n/a <i>82022959</i>	Station Call Letters: <i>KMJ-AM</i>	Date Received/Requested: <i>7-7-2022</i>
Est. #: n/a	Station Location: <i>Fresno</i>	Run Start and End Dates: <i>7/11 - 9/4/22</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name and contact person who can provide that information immediately should be placed in the "Terms and Disclosures" in the OPIF.

Re: I have everything needed and uploading within the next 30 minutes

Tim Lyons <Tim.Lyons@cumulus.com>

Thu 7/7/2022 3:39 PM

To:

- Linda Peterson <Linda.Peterson@cumulus.com>

FYI

KMJ needs to be uploaded to both AM and FM OPIFs

Tim Lyons

Business Manager

Cumulus-Fresno

(559) 490-5814 (O)

(559) 331-9516 (M)

On Jul 7, 2022, at 2:21 PM, Linda Peterson <Linda.Peterson@cumulus.com> wrote:

I will let you know when this is complete

Linda A. Peterson

Accounts Receivables Specialist | CUMULUS MEDIA

Office: 505-767-9160

linda.peterson@cumulus.com

From: Tim Lyons <Tim.Lyons@cumulus.com>

Sent: Thursday, July 7, 2022 2:22 PM

To: Linda Peterson <Linda.Peterson@cumulus.com>

Subject: Re: Voice Mail (17 seconds)

Yep

Tim Lyons

Business Manager

Cumulus-Fresno

(559) 490-5814 (O)

(559) 331-9516 (M)

On Jul 7, 2022, at 1:19 PM, Linda Peterson <Linda.Peterson@cumulus.com> wrote:

today???

Linda A. Peterson

Accounts Receivables Specialist | CUMULUS MEDIA

Office: 505-767-9160

linda.peterson@cumulus.com

From: Tim Lyons <Tim.Lyons@cumulus.com>

Sent: Thursday, July 7, 2022 2:17 PM

To: Linda Peterson <Linda.Peterson@cumulus.com>

Subject: Re: Voice Mail (17 seconds)

We had 4 orders

941729

941704

941719

941725

Tim Lyons

Business Manager

Cumulus-Fresno

(559) 490-5814 (O)

(559) 331-9516 (M)

On Jul 7, 2022, at 1:15 PM, Linda Peterson <Linda.Peterson@cumulus.com> wrote:

In a minute - I am trying to find out who the other Prop 27 belongs to - the one I approved earlier.
Servers have been down and kicked out of WO 6 times

Linda A. Peterson

Accounts Receivables Specialist | CUMULUS MEDIA

Office: 505-767-9160

linda.peterson@cumulus.com

From: Tim Lyons <Tim.Lyons@cumulus.com>
Sent: Thursday, July 7, 2022 2:13 PM
To: Linda Peterson <Linda.Peterson@cumulus.com>
Subject: Re: Voice Mail (17 seconds)

Can you call me?

Tim Lyons
Business Manager
Cumulus-Fresno
(559) 490-5814 (O)
(559) 331-9516 (M)

On Jul 7, 2022, at 1:10 PM, Linda Peterson <Linda.Peterson@cumulus.com> wrote:

Tim - I approved an order earlier - was that for your market?
Yes on 27?
What is the Order #?

Linda A. Peterson

Accounts Receivables Specialist | CUMULUS MEDIA
Office: 505-767-9160
linda.peterson@cumulus.com

From: Tim Lyons <Tim.Lyons@cumulus.com>
Sent: Thursday, July 7, 2022 1:55 PM
To: Linda Peterson <Linda.Peterson@cumulus.com>
Subject: Voice Mail (17 seconds)

Hey, Linda, it's Tim Lyons in Fresno. Could you give me a call when you get a chance? I've got a question on uploading political files. Thanks. Bye.

You received a voice mail from Tim Lyons at Tim.Lyons@cumulus.com.

Job Title: Regional Finance Manager
Company: Cumulus Media
Work: [+1 559-490-5814](tel:+15594905814)
Email: Tim.Lyons@cumulus.com

Thank you for using Transcription! If you don't see a transcript above, it's because the audio quality was not clear enough to transcribe.

[Set Up Voice Mail](#)