

# ORDER



**Orders**  
**Order / Rev:** 552745  
**Alt Order #:** 34410658  
**Product Desc:** YES on 15  
**Estimate:** YES on 15  
**Flight Dates:** 10/03/20 - 10/12/20  
**Original Date / Rev:** 10/02/20 / 10/02/20  
**Order Type:** GENERAL

**KRCX-FM**  
**Primary AE:** Lesly Wilberding  
**Sales Office:** K-LA  
**Sales Region:** NATIONAL

**Agency Name:** AKPD Message and Media  
**Buying Contact:**  
**Billing Contact:**  
 1133 Moorpark St, #84  
 Studio City, CA 91062

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

**Advertiser Name:** Yes On 15  
**Demographic:** HH  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:**  
**Advertiser External ID:** 0012R00002BhScO  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/12/20	44	\$5,900.00	\$5,015.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	44	\$5,900.00	\$5,015.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$5,900.00</b>	<b>\$5,015.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lesly Wilberding	K-LA	NATIONAL	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	KRCX	10/06/20	10/09/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	-TWTF--	1:00	10	\$125.00	P-01	0.00	NM	10	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/20	10/11/20	-TWTF--		10		\$125.00		0.00					
N 2	KRCX	10/06/20	10/09/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	-TWTF--	1:00	10	\$125.00	P-01	0.00	NM	10	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/20	10/11/20	-TWTF--		10		\$125.00		0.00					
N 3	KRCX	10/06/20	10/09/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	-TWTF--	1:00	10	\$165.00	P-01	0.00	NM	10	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/20	10/11/20	-TWTF--		10		\$165.00		0.00					
N 4	KRCX	10/03/20	10/03/20	Mo-Su 6a-10p 10:00 AM-3:00 PM	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	-----S-	1:00	2	\$115.00	P-01	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/28/20	10/04/20	-----S-		2		\$115.00		0.00					
N 5	KRCX	10/03/20	10/03/20	Mo-Su 6a-10p 3:00 PM-7:00 PM	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----S-	1:00	2	\$115.00	P-01	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/28/20	10/04/20	-----S-		2		\$115.00		0.00					
N 6	KRCX	10/04/20	10/04/20	Mo-Su 6a-10p 10:00 AM-3:00 PM	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	-----S	1:00	2	\$115.00	P-01	0.00	NM	2	\$230.00

Order / Rev: 552745  
 Alt Order #: 34410658  
 Flight Dates: 10/03/20 - 10/12/20

Advertiser: Yes On 15  
 Product Desc: YES on 15  
 Estimate: YES on 15  
 KRCX-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: 09/28/20	10/04/20	-----S					2	\$115.00		0.00			
N 7	KRCX	10/04/20	10/04/20	Mo-Su 6a-10p 3:00 PM-7:00 PM	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----S	1:00	2	\$115.00	P-01	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	-----S					2	\$115.00		0.00			
N 8	KRCX	10/12/20	10/12/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	M-----	1:00	2	\$125.00	P-01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	M-----					2	\$125.00		0.00			
N 9	KRCX	10/12/20	10/12/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	M-----	1:00	2	\$125.00	P-01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	M-----					2	\$125.00		0.00			
N 10	KRCX	10/12/20	10/12/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	M-----	1:00	2	\$165.00	P-01	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	M-----					2	\$165.00		0.00			
													Totals	44	\$5,900.00

Oct 02, 20  
 CONT# 34410658 Mod# Ver# 1 (Last =)  
 REP EASTMAN  
 TO KRCX-FM (Sacramento, CA)  
 FM LESLY WILBERDING  
 OFF LOS ANGELES  
 AGY AKPD MESSAGE & MEDIA  
 ADDR 730 N FRANKLIN SUITE 404  
 CHICAGO, IL 60654

DDS CONT# 0  
 C/P/E: Y15 / Y15 / 1005

SALESPERSON FAX#

PH #

BYR VIVIAN SILVERMAN  
 ADV YES ON 15  
 PDT YES ON 15  
 FLT Oct 06, 20 - Oct 12, 20

WDD: 552745

\* REP ORDER COMMENT \*

\*\* 10/2/2020 6:41:00 PM: THIS IS A NEW ORDER, CONFIRM WITH NAYELI AT 323-966-5187 OR NAYELLI.LOPEZROMO@KATZMEDIA.COM. THANKS.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
ADD	1.1	.TWTF..	6A - 10A	60	10/6/2020 - 10/9/2020	1W	10	\$125.00	10
ADD	1.2	.TWTF..	10A - 3P	60	10/6/2020 - 10/9/2020	1W	10	\$125.00	10
ADD	1.3	.TWTF..	3P - 7P	60	10/6/2020 - 10/9/2020	1W	10	\$165.00	10
ADD	1.4	.....S.	10A - 3P	60	10/10/2020 - 10/10/2020	1W	2	\$115.00	2
ADD	1.5	.....S.	3P - 7P	60	10/10/2020 - 10/10/2020	1W	2	\$115.00	2
ADD	1.6	.....S	10A - 3P	60	10/11/2020 - 10/11/2020	1W	2	\$115.00	2
ADD	1.7	.....S	3P - 7P	60	10/11/2020 - 10/11/2020	1W	2	\$115.00	2
					** WEEKLY FLIGHT TOTALS **		38	\$5,070.00	
		<b>FLIGHT 2</b>							
ADD	2.1	M.....	6A - 10A	60	10/12/2020 - 10/12/2020	1W	2	\$125.00	2
ADD	2.2	M.....	10A - 3P	60	10/12/2020 - 10/12/2020	1W	2	\$125.00	2
ADD	2.3	M.....	3P - 7P	60	10/12/2020 - 10/12/2020	1W	2	\$165.00	2
					** WEEKLY FLIGHT TOTALS **		6	\$830.00	

	Oct 20					
SPOTS	44					
CASH	5900.00					
TRADE	0.00					
NSL	0.00					
TOTAL	5900.00					

Oct 02, 20  
 CONT# 34410658 Mod# Ver# 1 (Last = )  
 REP EASTMAN

DDS CONT# 0  
 C/P/E: Y15 / Y15 / 1005

						TOTAL
SPOTS						44
CASH						5,900.00
TRADE						0.00
NSL						0.00
TOTAL						5,900.00

**\*\* Competitive Comments \*\***

SVC:  
 Demo Adults 18+

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.

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Victoria Engelmayer, AKPD Message & Media, 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		
<b>Station time requested by:</b> DEBRA SCHOMMER KLEIN		
<b>Agency name:</b> AKPD MESSAGE & MEDIA		
<b>Address:</b> 730 N Franklin St. Suite 404, Chicago IL 60654		
<b>Contact:</b> Debra Schommer Klein	<b>Phone number:</b> 818.769.2543	<b>Email:</b> dschommer@akpdmedia.com
<b>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):</b>		
<small>Yes on 15 - Schools and Communities First sponsored by a coalition of Labor Groups and Social Justice Organizations representing Families, Students &amp; Essential Workers</small>		
<b>Name:</b>		
<b>Address:</b> 777 S. Figueroa St., Ste. 4050, Los Angeles, CA 90017		
<b>Contact:</b> Anthony Thigpenn	<b>Phone number:</b> (213) 452-6545	<b>Email:</b> jguard@kaufmanlegalgroup.com
Station is authorized to announce the time as paid for by such person or entity.		
<b>List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):</b>		
Treasurer/Principal Officer: Anthony Thigpenn		
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).		
<b>If ad refers to a federal candidate(s) or federal election, list ALL of the following:</b>		<input type="checkbox"/> N/A
Name(s) of every candidate referred to:		
Office(s) sought by such candidate(s) (no acronyms or abbreviations):		
Date of election:		
<b>Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:</b>		<input type="checkbox"/> 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: 	Signature: 
Name: Victoria Engelmayer	Name: 
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 10-7-20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10-7-20

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

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:

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

Date and nature of follow-ups, if any:

Contract #: 582745	Station Call Letters: KRCC-FM	Date Received/Requested: 10-7-20
Est. #: 1005	Station Location: SACRAMENTO, CA	Run Start and End Dates: 10-6-20 to 10-17-20

**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) 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.