

Order / Rev: 554083
 Alt Order #:
 Flight Dates: 10/15/20 - 10/25/20

Advertiser: Yes on Prop 21
 Product Desc: 15 Minute Town Hall
 Estimate:
 KLOB-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: 10/19/20	10/25/20	--1----		1				\$540.00		0.00			
N 6	KLOB	10/24/20	10/24/20	Political Town Hall Political Town Hall	Paid	Various	-----1-	15:00	1	\$540.00	P-01	0.00	NM	1	\$540.00
		9:15p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----1-		1				\$540.00		0.00			
													Totals	6	\$3,240.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, COURTNI PUGH, 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: COURTNI PUGH

Agency name: HILLTOP PUBLIC SOLUTIONS

Address: 3000 K STREET, NW, WASHINGTON DC. 20007

Contact: COURTNI PUGH

Phone number: 213-453-3455

Email: CPUGH@HILLTOPPUBLICSOLU

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 21 - Renters and Homeowners United to Keep Families in Their Homes, Sponsored by AIDS Healthcare Foundation

Address: 10940 Wilshire Boulevard, Suite 2000, Los Angeles, CA 90024

Contact: Beverly Palmer

Phone number: 310-933-5930

Email: bpalmer@strumwooch.com

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.):

Michael Weinstein
Rene Moya
Liza Brereton
Beverly Palmer

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: Beverly Grossman Palmer <small>Digitally signed by Beverly Grossman Palmer Date: 2020.10.14 16:24:44 -07'00'</small>	Signature: 
Name: Beverly Palmer	Name: Leoniles Vasquez
Date of Request to Purchase Ad Time: 10/14/2020	Date of Station Agreement to Sell Time: 10/14/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

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 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 (optional):

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

Date and nature of follow-ups, if any:

Contract #: <i>See attachment</i>	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

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.



Leonides Vasquez <lvasquez@entravision.com>

Fwd: Prop 21

1 message

Crystal Gomez <cgomez@entravision.com>

Wed, Oct 14, 2020 at 11:03 AM

To: Joanne Dempsey <jdempsey@entravision.com>, Martha Tomassilli <mtomassilli@entravision.com>, Leonides Vasquez <lvasquez@entravision.com>, Jennifer Adoremos <jadoremos@entravision.com>
 Cc: Brenda Alvarado <balvarado@entravision.com>, Lupe Maximo <lmaximo@entravision.com>, Maria Juarez <mjuarez@entravision.com>

Let me know if this works. See email below from the client Courtni to Marta.

Thanks!
 Crystal



Crystal M. Gomez
 VP, Local - Los Angeles
 National Sales - West Coast



5700 Wilshire Blvd. Suite 250
 Los Angeles, CA 90036
 O (323) 900-6313 M (626) 230-6230
 cgomez@entravision.com

entravision.com

Entravision (NYSE:EVC) is a leading media company that reaches and engages U.S. Latinos across acculturation levels and media channels, as well as consumers in Mexico. The company's comprehensive portfolio incorporates integrated media and marketing solutions comprised of acclaimed television, radio, digital properties, events, and data analytics services. Established in 1996, Entravision has corporate headquarters in Santa Monica, CA. www.entravision.com

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----- Forwarded message -----
From: Courtni Pugh <cpugh@hilltoppublicsolutions.com>
Date: Tue, Oct 13, 2020 at 7:43 PM
Subject: Re: Prop 21
To: Marta Salazar <msalazar@entravision.com>

This is approved and the money was already wired. Thank you.

15-Minute Town-Hall	Talent Fee	Digital Element	Rate per Show	Total for 3 Shows Per Week	Total Costs (Gross)
Prop 21 (Yes on 21)	\$7,060	\$3,000			
15-Minute Town Hall					
Host: Piolin					
10/12 & 10/19					
El Centro (KSEH)			\$ 270.00	\$ 810.00	

Los Angeles (KLYY)			\$ 5,400.00	\$	16,200.00
Monterey (KSES)			\$ 480.00	\$	1,440.00
Palm Springs (KLOB)			\$ 540.00	\$	1,620.00
Sacramento (KXSE)			\$ 1,080.00	\$	3,240.00
Stockton (KTSE)			\$ 1,350.00	\$	4,050.00
Total Town Hall Costs:	\$7,060	\$3,000		\$	54,720.00
Total Media Costs:					\$0
GRAND TOTAL:					\$64,780

*Piolin will record 2x show to run in all markets a total of 6x times (3x per week)

*All townhalls on Suavecita and Jose-FM (in LA)

On Oct 13, 2020, at 4:21 PM, Marta Salazar <msalazar@entravision.com> wrote:



Marta Salazar
 VP of Political & Government
 Advocacy



101 Constitution Ave NW Suite L-100
 Washington DC, 20001
 O (202) 522-8641
 M (203) 561-2402
 msalazar@entravision.com



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<Prop 21 final 10-4.xls>

Prop21 Revised down 65k.xlsx
 18K