

# ORDER



**Orders**  
**Order / Rev:** xx635449AK  
**Alt Order #:**  
**Product Desc:** NAB Advocacy Alert  
**Estimate:** Help Fight Performance Tax Legislation  
**Flight Dates:** 04/04/22 - 09/04/22  
**Original Date / Rev:** 03/21/22 / 03/21/22  
**Order Type:** GENERAL

**KXSE-FM**  
**Primary AE:** Entravision House  
**Sales Office:** N-ENT  
**Sales Region:** NATIONAL

**Agency Name:** NAB  
**Buying Contact:**  
**Billing Contact:**  
 "DO NOT MAIL"

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser Name:** NAB  
**Demographic:** HH  
**Product Codes:** Public Service - NonProfit  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** GEN  
**Priority:** P-04

**New Business Thru:**  
**Advertiser External ID:** 0012R000028t2pRQAQ  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	63	\$0.00	\$0.00
04/25/22	05/29/22	105	\$0.00	\$0.00
05/30/22	06/26/22	84	\$0.00	\$0.00
06/27/22	07/31/22	105	\$0.00	\$0.00
08/01/22	08/28/22	84	\$0.00	\$0.00
08/29/22	09/04/22	21	\$0.00	\$0.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	63	\$0.00	\$0.00	0.00
May 2022	105	\$0.00	\$0.00	0.00
June 2022	84	\$0.00	\$0.00	0.00
July 2022	105	\$0.00	\$0.00	0.00
August 2022	84	\$0.00	\$0.00	0.00
September 2022	21	\$0.00	\$0.00	0.00
<b>Totals</b>	<b>462</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Entravision House			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	KXSE	04/04/22	09/04/22	Mon-Sun 12a-12x 5:00 AM-8:00 PM	CM	5:00 AM-8:00 PM (5:00 AM-8:00 PM)	3333333	:30	21	\$0.00	P-14	0.00	NM	462	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	3333333		21				\$0.00		0.00			
		Week: 04/11/22	04/17/22	3333333		21				\$0.00		0.00			
		Week: 04/18/22	04/24/22	3333333		21				\$0.00		0.00			
		Week: 04/25/22	05/01/22	3333333		21				\$0.00		0.00			
		Week: 05/02/22	05/08/22	3333333		21				\$0.00		0.00			
		Week: 05/09/22	05/15/22	3333333		21				\$0.00		0.00			
		Week: 05/16/22	05/22/22	3333333		21				\$0.00		0.00			
		Week: 05/23/22	05/29/22	3333333		21				\$0.00		0.00			
		Week: 05/30/22	06/05/22	3333333		21				\$0.00		0.00			
		Week: 06/06/22	06/12/22	3333333		21				\$0.00		0.00			
		Week: 06/13/22	06/19/22	3333333		21				\$0.00		0.00			
		Week: 06/20/22	06/26/22	3333333		21				\$0.00		0.00			
		Week: 06/27/22	07/03/22	3333333		21				\$0.00		0.00			
		Week: 07/04/22	07/10/22	3333333		21				\$0.00		0.00			
		Week: 07/11/22	07/17/22	3333333		21				\$0.00		0.00			
		Week: 07/18/22	07/24/22	3333333		21				\$0.00		0.00			

Order / Rev: xx635449AK  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 04/04/22 - 09/04/22

Advertiser: NAB  
 Product Desc: NAB Advocacy Alert **KXSE-FM**  
 Estimate: Help Fight Performance Tax Legislation

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: 07/25/22	07/31/22	3333333					21	\$0.00		0.00			
		Week: 08/01/22	08/07/22	3333333					21	\$0.00		0.00			
		Week: 08/08/22	08/14/22	3333333					21	\$0.00		0.00			
		Week: 08/15/22	08/21/22	3333333					21	\$0.00		0.00			
		Week: 08/22/22	08/28/22	3333333					21	\$0.00		0.00			
		Week: 08/29/22	09/04/22	3333333					21	\$0.00		0.00			
													Totals	462	\$0.00

Entravision (NYSE:EVC), is a leading global advertising, media and ad-tech solutions company connecting brands to consumers by representing top platforms and publishers. In the US, Entravision is a leader in Hispanic marketing serving both local and national clients for more than 25 years. Entravision is headquartered in Santa Monica, CA, USA. [www.entravision.com](http://www.entravision.com)

This message contains information from Entravision Communications Corporation that may be confidential or privileged. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of the contents of this information is prohibited. If you have received this transmission in error, please notify me immediately by telephone or electronic mail. Thank you.

On Mon, Mar 21, 2022 at 1:14 PM Jeffery A. Liberman <[jliberman@entravision.com](mailto:jliberman@entravision.com)> wrote:  
Team,

As you may be aware, the record companies once again are in the process of lobbying Congress to establish a royalty for singers. This will be very harmful for radio stations across the country by introducing a new expense at a time when our industry flex and is very challenged.

I would like each of our radio stations to broadcast spots asking for our audience to be supportive of our cause. Please air a minimum of 3 times per day between 5am and 8pm local time Monday - Sunday between April 4th and September 4th. This is considered a political campaign so the proper paperwork will need to be uploaded to your station's public file.

Here is a link with detailed instructions:

[https://www.nab.org/performance-tax-resources/?utm\\_campaign=MarketingCloud&utm\\_medium=email&utm\\_source=2022+-+LRFA+Member+Activation+032122&utm\\_content=https%3a%2f%2fwww.nab.org%2fperformance-tax-resources](https://www.nab.org/performance-tax-resources/?utm_campaign=MarketingCloud&utm_medium=email&utm_source=2022+-+LRFA+Member+Activation+032122&utm_content=https%3a%2f%2fwww.nab.org%2fperformance-tax-resources)

If you have additional questions please let either me or Ash know.

All the best.

----- Forwarded message -----

From: National Association of Broadcasters <[nab@e.nab.org](mailto:nab@e.nab.org)>  
Date: Mon, Mar 21, 2022 at 9:09 AM  
Subject: Help Us Fight Performance Tax Legislation – Air Spots Now  
To: <[jliberman@entravision.com](mailto:jliberman@entravision.com)>



The NAB Radio Board of Directors has unanimously approved an on-air campaign to fight against the imposition of new performance fees on local radio, and we need your help.

NAB is asking radio stations to air spots opposing performance fee legislation as often as possible starting immediately and through the **August Congressional recess**, which ends September 6.

The record labels are aggressively pushing the so-called American Fairness Music Act (AMFA) – legislation that would funnel resources away from local radio stations and into their own pockets. We expect the House Judiciary Committee, chaired by longtime performance tax proponent Jerry Nadler (NY-10), to consider and most likely pass this bill out of committee in the coming weeks.

To stop the bill from going further than this committee, we are urging every station to join us in this campaign. NAB has also cultivated strong opposition to a performance tax in Congress: more than **230 members of Congress** are cosponsoring the Local Radio Freedom Act – a bill that opposes a performance tax on local stations.

The :30 spots, available in English and Spanish, include a **call to action** for listeners to make their voice heard with Congress. NAB is also providing scripts, talking points and digital assets to help stations voice radio's opposition to the AMFA and its harmful impact on listeners.

Because this is an issue ad, the Federal Communications Commission requires your station to fill out a **PB-19 form** and place it in your station's political file within **24 hours or one business day**. Please make this a priority.

[DOWNLOAD SPOTS AND RESOURCES NOW](#)

Help us send a strong message to Congress: Radio stands united against a performance tax.

Our records indicate that you have provided us with your email address. We value our reputation and want to ensure that you receive only the information of interest to you.

We invite you to customize the information that you receive from NAB. [Click here](#) to update your preferences.

Click [here](#) to unsubscribe from all future NAB emails.

[Official NAB Privacy Policy](#)

© 2022 National Association of Broadcasters, 1 M St SE Washington, DC, 20003



Jeffery Liberman  
President and Chief Operating Officer

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, 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:** National Association of Broadcasters

Agency name: n/a

Address:

Contact:

Phone number:

Email:

**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: National Association of Broadcasters

Address: 1 M Street SE Washington, DC 20003

Contact: Michelle Lehman

Phone number: (202)429-5350

Email: nab@nab.org

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.):**

Curtis LeGeyt, President and Chief Executive Officer  
 Shawn Donilon, EVP, Government Relations  
 Michelle Lehman, Chief of Staff and EVP, Public Affairs  
 Tea Gennaro, Chief Financial Officer and EVP, Finance and Administration  
 For further information, please visit <https://www.nab.org/about/departments/default.asp>.

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

Local Radio Freedom Act, H. Con. Res 33 and S. Con. Res 9  
 American Music Fairness Act, H.R. 4130

**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>Michelle Lehman</i>	Signature: <i>Martha Tomassilli</i>
Name: Michelle Lehman	Name: Martha Tomassilli
Date of Request to Purchase Ad Time: March 21, 2022	Date of Station Agreement to Sell Time: 3-22-22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 3-21-22

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 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:

n/a

Contract #: xx635449	Station Call Letters: <i>KXSE-FM</i>	Date Received/Requested: 3-21-22
Est. #: n/a	Station Location: Sacramento, CA	Run Start and End Dates: 4-4-22 to 9-4-22

**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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.