

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>I HART RADIO</u> <u>BAKERS FIELD</u> <u>FAIRFAX</u> <u>MODesto</u> <u>KDFO/KRAB/</u> <u>KBOS/KHGE</u> <u>KFSN/KMRB</u>	Date: <u>5/1/2018</u>
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I, Jesse Delgado
do hereby request station time concerning the following issue:

PUBLIC SAFETY OFFICERS FOR VILLARAIGOSA
FOR GOMMON 2018, 150 POST ST, SUITE 405
SAN FRANCISCO, CA 94108

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	all Dayparts	MT-SU	ISSUE		
<u>SCHEDULES ATTACHED</u>					

This broadcast time will be used by: PEACE OFFICERS RESEARCH
ASSOCIATION OF CALIFORNIA

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

→ *peace OFFICERS Research Association of California*
4010 TRUXEL RD, SACRAMENTO, CA 95834 *PORAC*

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

→ *PORAC*
Brian Marvel - president
Brent Meyer - Vice President
Marcelo Blanco - Treasurer
Don Morrissey - Secretary

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

→ Marketplace Communications
1415 LST Suite 1100 Sacramento, CA 95814

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

→ Brian Murrel - President
Brent Meyer - VP
Marcelo Blanco - Treasurer
Don Morrissey - Secretary

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

5/11/18 [Signature] 916.448.3444
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] Buddy Robinson AE / Political
Signature Printed Name Title
Team

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>Does not apply</i>					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



iHeartMedia
Bakersfield, Fresno & Modesto

Flight Date: 05/02/18 - 06/05/18

Header #: 22735953

Target Demo: Adults 18+

Multi-Market Summary

Market	Total Spots	Pop	Reach	Rch %	Freq	GIMP	CPM Imp (\$00)	Total Cost
Bakersfield	842	572,600	161,123	28.1	15.8	2,550,300	\$12.25	\$31,250
Fresno	552	712,100	256,862	36.1	9.7	2,496,000	\$12.52	\$31,250
Modesto	552	401,500	128,164	31.9	11.9	1,529,400	\$20.43	\$31,250
Schedule Total	1946	1,686,200	546,148	32.4	12.0	6,575,700	\$14.26	\$93,750

Total by market
←
←
←

1.
2.
3.

— Schedules By Market ATTACHED
→ READ OFFICERS Research
ASSOCIATION of CALIFORNIA

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Please Contact Damon Gunkel
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