

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">KNCT</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">10/27/14</div>
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I, DAVID TAKARA (GREENSTRIPE MEDIA, INC.)  
do hereby request station time concerning the following issue:

SUPERINTENDENT OF PUBLIC INSTRUCTION

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 1.5em; margin: 0;">SEE ATTACHED CONTRACTS</div>					

This broadcast time will be used by: TORLAKSON FOR SUPERINTENDENT OF PUBLIC INSTRUCTION 2014.



**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):

N/A

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

N/A

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):

N/A

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

**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)**

10/13/14            949-650-5081  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

      Sheli Gottlieb      National Political Coordinator  
Signature                      Printed Name                      Title



## AGREED UPON SCHEDULE

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

<b>Broadcast Length</b>	<b>Time of Day, Rotation or Package</b>	<b>Days</b>	<b>Class</b>	<b>Times per Week</b>	<b>Number of Weeks</b>
As ordered (see attached)	As ordered (see attached)	As ordered (see attached)		As ordered (see attached)	As ordered (see attached)

**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.

**Paid for by Torlakson for Superintendent of Public Instruction 2014, major funding by California Teachers Association Independent Expenditure Committee and California State Council of Service Employees Political Committee. Not authorized by a candidate or candidate's committee.**

**Committee number: 1364714 FPPC ID: 1364714**

**1118 10th Street, Sacramento, CA 95814  
(916) 442-2952**

**LETTER OF AUTHORIZATION**

Date: 5/12/14

To Whom It May Concern:

Joe Winkelmann and his staff at Greenstripe Media, Inc. in Newport Beach, CA are authorized to purchase broadcast time and print space on behalf of *Torlakson for Superintendent of Public Instruction 2014 with major funding by the California Teachers Association*. Furthermore, Mr. Winkelmann and his staff are authorized to sign all necessary paperwork related to the campaign.

  
(Signature of Campaign Officer)

The following are the Committee Officers (must list two officers):

Chairman: Scott Day

Treasurer: Scott Day

Committee Phone Number: 916 - 442 - 2952

# Order Item Summary



KNCI-FM

<b>Order#:</b> 12019	CF LOC-Cash-Political	<b>Start - End:</b> 10/28/2014 - 11/3/2014	<b>HL#:</b>	<b>Created:</b> 10/27/2014 11:29 A
<b>Advertiser:</b> TOM TORLAKSON FOR SUPERINTENDENT	5429 Madison Ave Sacramento, CA 95841-3111	<b>Alt Ord Id:</b>	<b>Print Invoice Locally:</b> N	<b>Updated:</b>
<b>Agency:</b> GREENSTRIPE MEDIA, INC. (8544)	424 Old Newport Blvd Newport Beach, CA 92663-4211	<b>CPE:</b> -/105644/105644	<b>Co-op Invoice:</b> N	<b>Confirmed:</b> 10/27/2014 01:24 P
<b>AE:</b> Jan Jerome (KNCI-FM)		<b>Product:</b> Torlakson	<b>Do Not Mail Invoice:</b> N	<b>Contract:</b>
<b>Buyer:</b>		<b>Demo:</b> HHOLDS DMA RTG	<b>Apply Taxes:</b> N	<b>Billing Int:</b> Normal
		<b>Agency Commission:</b> 15%	<b>Notarize Invoice:</b> N	<b>Billing Mth:</b> Item Rate
		<b>Self Protection Intr:</b> :20:00	<b>Print Affidavit:</b> N	<b>Comm Cat:</b> Political
			<b>Print Sub Invoice:</b> N	<b>Supress Rates:</b> N
			<b>Notarize Sub Invoice:</b> N	<b>Schedule Code:</b> A

Item	Time Class	Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	HHOLDS	Rate	Spots	Total	NRate A/G	LC
001	CF 6:00:00-10:00:00	* T W T F **	MORN	Airtime (Broadcast) Political	60	A	:20:00	0.00	\$350.00	3	\$1,050.00	\$350.00	
		<u>Start</u> <u>End</u> <u>Oct 27</u>											
		10/28/14   10/31/14   3											
Item	Time Class	Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	HHOLDS	Rate	Spots	Total	NRate A/G	LC
002	CF 10:00:00-15:00:00	* T W T F **	MID	Airtime (Broadcast) Political	60	A	:20:00	0.00	\$350.00	3	\$1,050.00	\$350.00	
		<u>Start</u> <u>End</u> <u>Oct 27</u>											
		10/28/14   10/31/14   3											
Item	Time Class	Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	HHOLDS	Rate	Spots	Total	NRate A/G	LC
003	CF 6:00:00-19:00:00	8 0 0 0 0 0 0	PRIME	Airtime (Broadcast) Political	60	A	:20:00	0.00	\$350.00	8	\$2,800.00	\$350.00	
		<u>Start</u> <u>End</u> <u>Nov 03</u>											
		11/03/14   11/03/14   8											
Item	Time Class	Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	HHOLDS	Rate	Spots	Total	NRate A/G	LC
004	CF 9:00:00-16:00:00	0 0 0 0 0 4 0	WKDP	Airtime (Broadcast) Political	60	A	:20:00	0.00	\$150.00	4	\$600.00	\$150.00	
		<u>Start</u> <u>End</u> <u>Oct 27</u>											
		11/01/14   11/01/14   4											
Item	Time Class	Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	HHOLDS	Rate	Spots	Total	NRate A/G	LC
005	CF 9:00:00-16:00:00	0 0 0 0 0 0 4	WKDP	Airtime (Broadcast) Political	60	A	:20:00	0.00	\$150.00	4	\$600.00	\$150.00	
		<u>Start</u> <u>End</u> <u>Oct 27</u>											
		11/02/14   11/02/14   4											
Item	Time Class	Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	HHOLDS	Rate	Spots	Total	NRate A/G	LC
006	CF 15:00:00-19:00:00	* T W T F **	AFTN	Airtime (Broadcast) Political	60	A	:20:00	0.00	\$350.00	3	\$1,050.00	\$350.00	
		<u>Start</u> <u>End</u> <u>Oct 27</u>											
		10/28/14   10/31/14   3											

## Order Summary

	Confirmed		
	Quantity	Gross Amount	Net Amount
Broadcast Buy Lines	25	\$7,150.00	\$6,077.50
Ancillary Buy Lines	0	\$0.00	\$0.00
Installment Schedule	0	\$0.00	\$0.00
<b>Total</b>	<b>25</b>	<b>\$7,150.00</b>	<b>\$6,077.50</b>



Remit To: KNCI-FM  
P.O. Box 100182  
Pasadena, CA 91189-0182



KNCI-FM

INVOICE

For: TOM TORLAKSON FOR SUPERINTENDENT(258150)  
5429 Madison Ave  
Sacramento, CA 95841-3111

Account Exec: Jerome Jan  
Office: KNCI-FM  
Contract Num: 1817-12019  
Contract Dates: 10/28/2014-11/03/2014  
Customer Order:  
Linked Order:  
CPE: / 105644 / 105644

Invoice Num: 1817-649042  
Invoice Date: 11/09/2014  
Billing Cycle: Weekly  
Billing Period: 10/27/2014-11/09/2014

**PAY BY** 12/09/2014  
Net 30 days

In Account With: GREENSTRIPE MEDIA, INC.(8544)  
424 Old Newport Blvd  
Newport Beach, CA 92663-4211  
ATTN:Accounts Payable

Product Desc: Torlakson  
Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate
1	06:00:00-10:00:00	10/28/2014-10/31/2014	. T W T F . .	60	3	350.00
<u>Week Of</u> 10/27/2014-11/02/2014 <u>MTWTFSS</u> . T W T F . . <u>Spots Per Week</u> 3 <u>Rate</u> 350.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>
10/28/2014	Tu	06:14:44 AM		TIEC-R14-03	60	350.00
10/29/2014	We	06:48:13 AM		TIEC-R14-03	60	350.00
10/30/2014	Th	07:13:08 AM		TIEC-R14-03	60	350.00
<u>Debit</u> <u>Credit</u> <u>Remarks</u>						
2	10:00:00-15:00:00	10/28/2014-10/31/2014	. T W T F . .	60	3	350.00
<u>Week Of</u> 10/27/2014-11/02/2014 <u>MTWTFSS</u> . T W T F . . <u>Spots Per Week</u> 3 <u>Rate</u> 350.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>
10/28/2014	Tu	10:13:30 AM		TIEC-R14-03	60	350.00
10/29/2014	We	10:41:05 AM		TIEC-R14-03	60	350.00
10/30/2014	Th	11:12:08 AM		TIEC-R14-03	60	350.00
<u>Debit</u> <u>Credit</u> <u>Remarks</u>						
3	06:00:00-19:00:00	11/03/2014-11/03/2014	M . . . . .	60	8	350.00
<u>Week Of</u> 11/03/2014-11/09/2014 <u>MTWTFSS</u> M . . . . . <u>Spots Per Week</u> 8 <u>Rate</u> 350.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>
11/03/2014	Mo	06:14:37 AM		TIEC-R14-03	60	350.00
11/03/2014	Mo	07:14:49 AM		TIEC-R14-03	60	350.00
11/03/2014	Mo	08:17:18 AM		TIEC-R14-03	60	350.00
11/03/2014	Mo	09:15:29 AM		TIEC-R14-03	60	350.00
11/03/2014	Mo	10:45:19 AM		TIEC-R14-03	60	350.00
11/03/2014	Mo	11:45:10 AM		TIEC-R14-03	60	350.00
11/03/2014	Mo	01:48:04 PM		TIEC-R14-03	60	350.00
11/03/2014	Mo	02:41:04 PM		TIEC-R14-03	60	350.00
<u>Debit</u> <u>Credit</u> <u>Remarks</u>						

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: KNCI-FM  
P.O. Box 100182  
Pasadena, CA 91189-0182



KNCI-FM

INVOICE

For: TOM TORLAKSON FOR SUPERINTENDENT(258150)  
5429 Madison Ave  
Sacramento, CA 95841-3111

Account Exec: Jerome Jan  
Office: KNCI-FM  
Contract Num: 1817-12019  
Contract Dates: 10/28/2014-11/03/2014  
Customer Order:  
Linked Order:  
CPE: /105644 /105644

Invoice Num: 1817-649042  
Invoice Date: 11/09/2014  
Billing Cycle: Weekly  
Billing Period: 10/27/2014-11/09/2014

**PAY BY** 12/09/2014  
Net 30 days

In Account With: GREENSTRIPE MEDIA, INC.(8544)  
424 Old Newport Blvd  
Newport Beach, CA 92663-4211  
ATTN:Accounts Payable

Product Desc: Torlakson  
Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	M T W T F S S	Dur	Total Spots	Rate
4	09:00:00-16:00:00	11/01/2014-11/01/2014	.....S.	60	4	150.00
<b>Week Of</b> 10/27/2014-11/02/2014 <b>M T W T F S S</b> .....S. <b>Spots Per Week</b> 4 <b>Rate</b> 150.00						
<b>Air Date</b>	<b>Day</b>	<b>Air Time</b>	<b>M/G For</b>	<b>Material</b>	<b>Dur</b>	<b>Rate</b>
11/01/2014	Sa	09:08:19 AM		TIEC-R14-03	60	150.00
11/01/2014	Sa	12:44:21 PM		TIEC-R14-03	60	150.00
11/01/2014	Sa	02:45:41 PM		TIEC-R14-03	60	150.00
11/01/2014	Sa	03:43:21 PM		TIEC-R14-03	60	150.00
<b>Debit</b> <b>Credit</b> <b>Remarks</b>						
5	09:00:00-16:00:00	11/02/2014-11/02/2014	.....S	60	4	150.00
<b>Week Of</b> 10/27/2014-11/02/2014 <b>M T W T F S S</b> .....S <b>Spots Per Week</b> 4 <b>Rate</b> 150.00						
<b>Air Date</b>	<b>Day</b>	<b>Air Time</b>	<b>M/G For</b>	<b>Material</b>	<b>Dur</b>	<b>Rate</b>
11/02/2014	Su	12:13:30 PM		TIEC-R14-03	60	150.00
11/02/2014	Su	01:12:31 PM		TIEC-R14-03	60	150.00
11/02/2014	Su	02:09:26 PM		TIEC-R14-03	60	150.00
11/02/2014	Su	03:09:30 PM		TIEC-R14-03	60	150.00
<b>Debit</b> <b>Credit</b> <b>Remarks</b>						
6	15:00:00-19:00:00	10/28/2014-10/31/2014	.T W T F .	60	3	350.00
<b>Week Of</b> 10/27/2014-11/02/2014 <b>M T W T F S S</b> .T W T F . <b>Spots Per Week</b> 3 <b>Rate</b> 350.00						
<b>Air Date</b>	<b>Day</b>	<b>Air Time</b>	<b>M/G For</b>	<b>Material</b>	<b>Dur</b>	<b>Rate</b>
10/28/2014	Tu	06:17:35 PM		TIEC-R14-03	60	350.00
10/29/2014	We	06:45:53 PM		TIEC-R14-03	60	350.00
10/30/2014	Th	05:16:09 PM		TIEC-R14-03	60	350.00
<b>Debit</b> <b>Credit</b> <b>Remarks</b>						
<b>Air Time Totals</b> <b>Total Spots</b> 25 <b>Gross Amt</b> 7,150.00 <b>Commission Amt</b> 1,072.50 <b>Net Amt</b> 6,077.50 <b>Debit</b> 0.00 <b>Credit</b> 0.00 <b>Reconciliation</b> 0.00						

Warranty - We warrant the above broadcasts were made according to the official station log.



Remit To: KNCL-FM  
P.O. Box 100182  
Pasadena, CA 91189-0182



KNCL-FM

INVOICE

Page 3 of 3

For: TOM TORLAKSON FOR SUPERINTENDENT(258150)  
5429 Madison Ave  
Sacramento, CA 95841-3111

Invoice Num: 1817-649042  
Invoice Date: 11/09/2014  
Billing Cycle: Weekly  
Billing Period: 10/27/2014-11/09/2014

**PAY BY** 12/09/2014  
Net 30 days

In Account With: GREENSTRIPE MEDIA, INC.(8544)  
424 Old Newport Blvd  
Newport Beach, CA 92663-4211  
ATTN:Accounts Payable

Account Exec: Jerome Jan  
Office: KNCL-FM  
Contract Num: 1817-12019  
Contract Dates: 10/28/2014-11/03/2014  
Customer Order:  
Linked Order:  
CPE: / 105644 / 105644  
Product Desc: Torlakson  
Broadcast airtimes represented are reported to the nearest second.

Billing Notes

CBS Radio Standard Terms and Conditions for advertising shall apply.  
NONDISCRIMINATION POLICY: CBS Radio and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Radio or its Stations that is intended to discriminate on the basis of race or ethnicity.

DUPLICATE

Wire Transfer Instructions:  
JP Morgan Chase  
Acct: 826074767  
ABA: 021000021  
Ref: KNCL-FM  
Inv: 1817-649042

For Billing Inquiries Please Contact:  
Accounts Receivable  
916-923-6800

Gross Billing	7,150.00
Trade Value	0.00
Agency Commission	1,072.50
Local Tax	0.00
State Tax	0.00
Pre Paid Amount	0.00
Pay This Amount	6,077.50

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