

Kathryn A. Killmeyer Temby

From: Lauran Bloom
Sent: Thursday, September 10, 2020 8:14 AM
To: Joseph D. Cariffe; Kathryn A. Killmeyer Temby
Subject: RE: The upcoming political season

Hello,

Client is working from home with no scanner. Will scan and send in a couple of days when they can get to the office and scan.

Lauran

Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com



From: Joseph D. Cariffe <jcariffe@bonneville.com>
Sent: Wednesday, September 9, 2020 10:18 AM
To: Lauran Bloom <lbloom@bonneville.com>; Kathryn A. Killmeyer Temby <kkillmeyer@bonneville.com>
Subject: RE: The upcoming political season

Get a corrected copy if you can and we can upload it with a copy of his explanation.

Joe Cariffe
National Sales Manager
Bonneville Bay Area
[KOIT](#) | [KMVQ](#) | [KBLX](#) | [KUFX](#)
(415) 546-8601 Office
(925) 640-6717 Mobile
jcariffe@bonneville.com

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

From: Lauran Bloom <lbloom@bonneville.com>
Sent: Wednesday, September 9, 2020 10:05 AM
To: Joseph D. Cariffe <jcariffe@bonneville.com>; Kathryn A. Killmeyer Temby <kkillmeyer@bonneville.com>

Subject: FW: The upcoming political season

Importance: High

Hello,

Please see the note from the client below and let me know if we need a revision.

Thank you,

Lauran

Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com



From: Michele Cervone <mcervone@aaronread.com>
Sent: Tuesday, September 8, 2020 4:18 PM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

Hi Lauran,

I just ran into a little issue with one of the other stations because our NAB form did not say "Santa Clara County Correctional Peace Officers Association PAC" as the group purchasing the ad. It is the PAC that the money is coming out of. Is that ok on your end? I just wanted to clarify. Thanks!

From: Michele Cervone
Sent: Tuesday, September 08, 2020 9:32 AM
To: Lauran Bloom
Subject: RE: The upcoming political season

Great. Thank you, Lauran!

From: Lauran Bloom [lbloom@bonneville.com]
Sent: Tuesday, September 08, 2020 9:30 AM
To: Michele Cervone
Subject: Re: The upcoming political season

Hello

I hope you survived the heat this weekend.

I was just going to send you a note, I solved the form issue internally.

You should hear about payment sometime today.

Thank you,

Lauran

Lauran Bloom
Senior Account Manager
Bonnevillle San Francisco
Lbloom@bonneville.com
O 415.546.8619
M 650.533.2304

From: Michele Cervone <mcervone@aaronread.com>
Sent: Tuesday, September 8, 2020 9:04:43 AM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

I'm so sorry, I don't think I caught this on Friday. What exactly do you need from me? It would basically be the same form since they are both the same client and it is the same candidate, right?

If you want to just run one of the ads, to keep it easy, that will be fine. Also, I still don't believe I got the info to pay. Maybe it's held up because of the form situation.

Thanks!

From: Lauran Bloom [lbloom@bonneville.com]
Sent: Friday, September 04, 2020 2:48 PM
To: Michele Cervone
Subject: RE: The upcoming political season

Hello again,

My legal department says that I need one PB-19 for each commercial. So, can you send me another PB-19 this afternoon?

This is something new for me, but the FCC has really cracked down on stations.

Thank you,

Lauran

Lauran Bloom
Senior Account Manager
Bonnevillle Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile

LBloom@bonneville.com



96.5 koit



From: Michele Cervone <mcervone@aaronread.com>
Sent: Friday, September 4, 2020 2:16 PM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

Yes, you can!

From: Lauran Bloom [<mailto:lbloom@bonneville.com>]
Sent: Friday, September 4, 2020 2:04 PM
To: Michele Cervone
Subject: RE: The upcoming political season

Thank you!
May I use this email as the OK to book your schedule?

Lauran
Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com



96.5 koit



From: Michele Cervone <mcervone@aaronread.com>
Sent: Friday, September 4, 2020 1:58 PM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

Hi Lauran,

The client name is "Santa Clara County Correctional Peace Officers Association"

I attached our NAB form and the radio spots. Can you rotate the two spots?

I still haven't seen an email come through for payment, but I'll keep you posted.

Thank you!

Michele

From: Lauran Bloom [<mailto:lbloom@bonneville.com>]
Sent: Friday, September 4, 2020 11:50 AM
To: Michele Cervone
Subject: RE: The upcoming political season

Hi Michele,

One more step I need on my end. I have to set you up as a client in the system. Will the client name be "Dave Cortese for State Senate"? If you can send me the full name of the way you are booking, I will set you up in our system.

Thank you.

Lauran

Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com



From: Michele Cervone <mcervone@aaronread.com>
Sent: Thursday, September 3, 2020 2:02 PM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: Re: The upcoming political season

Hi Lauran,

We're about ready to roll on this. Do you have a credit card form for us to fill out?

Thanks!

Michele

On Aug 31, 2020, at 4:10 PM, Lauran Bloom <lbloom@bonneville.com> wrote:

You are very welcome!

Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com
<image001.png>

From: Michele Cervone <mcervone@aaronread.com>
Sent: Monday, August 31, 2020 4:03 PM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

Thank you!

From: Lauran Bloom [lbloom@bonneville.com]
Sent: Monday, August 31, 2020 3:04 PM
To: Michele Cervone
Subject: RE: The upcoming political season

Hello,

I hope you had a nice weekend and it wasn't too smoky.
My apologies. I thought we might have a little flexibility.

Please see the attached.

Lauran

Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com
<image001.png>

From: Michele Cervone <mcervone@aaronread.com>
Sent: Monday, August 31, 2020 2:27 PM
To: Lauran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

Hi Lauran,

I was just reviewing the schedule you sent over and noticed it's at \$4,800. We actually need it at \$4,500 exactly. Can you make that adjustment? Then we'll be ready to roll.

Thank you!

Michele

From: Luran Bloom [lbloom@bonneville.com]
Sent: Friday, August 28, 2020 11:45 AM
To: Michele Cervone
Subject: RE: The upcoming political season

Michele,

Attached is the proposed schedule for the POA supporting Dave Cortese. I am suggesting three weeks to give good frequency.

Two weeks to launch, one week off and then one more week as a reminder – so to speak.

Just a couple of quick notes on the KUFX audience based on Recent Scarborough Data for the San Francisco DMA–

62% live in Santa Clara County
53% Own their residence
59% Men
41% Women
73% always vote in presidential elections!

The KUFX listener is a good target for your candidate.

Thank you and please let me know if you need anything else or if we need any revisions to the schedule.

Luran

Luran Bloom
Senior Account Manager
Bonnevillle Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com
<image001.png>

From: Michele Cervone <mcervone@aaroonread.com>
Sent: Friday, August 28, 2020 10:45 AM
To: Luran Bloom <lbloom@bonneville.com>
Subject: Re: The upcoming political season

Hi Luran,

Just wanted to check on this real quick. I'm putting together a document with the schedule info to run by the client to get approved.

Thank you!

Michele

On Aug 26, 2020, at 12:39 PM, Luran Bloom <lbloom@bonneville.com> wrote:

Thank you.

I will send something over.

Luran Bloom
Senior Account Manager
Bonneville San Francisco
lbloom@bonneville.com
O 415.546.8619
M 650.533.2304

From: Michele Cervone <mcervone@aaronread.com>
Sent: Wednesday, August 26, 2020 12:37:16 PM
To: Luran Bloom <lbloom@bonneville.com>
Subject: RE: The upcoming political season

Hi Luran,

Thanks so much for keeping in touch! We have a campaign coming up with Santa Clara County Correctional Peace Officers. Unfortunately, it's spread across quite a few stations, so it's pretty small. Here are the details:

30 sec radio ads for Dave Cortese for SD 15. These are independent expenditures, so they are not affiliated with Cortese. We don't need the commission built into the amount. We pull that out up front.

Dave Cortese

Contact: Michele Cervone, Marketplace Communications
Station: KUFX
Dates: 9/21-10/23
Amount: \$4,500
*we can shorten the dates if it makes more sense.

Let me know what you can do! Thank you!

- Michele

From: Luran Bloom [lbloom@bonneville.com]
Sent: Friday, August 14, 2020 1:16 PM
To: Michele Cervone
Subject: The upcoming political season

Hello Michele,

I hope you are not melting! It must be scorching in Sacramento as it is over almost 100 here!

I came across this article, and I thought it might be some good information to share with you for your clients. Hope to talk to you soon!

Stay cool this weekend.

Lauran

Using ‘Moneyball’ Media Planning, Political Campaigns Can Reach More Voters.

- Aug 12, 2020 Updated Aug 12, 2020

With less than 90 days before voters cast their ballots, campaigns are fine-tuning their media strategies for what’s projected to be another record-breaking year of political advertising. Despite reaching 92% of Americans 18+, radio typically gets only 3% of political ad spend. Roughly half goes to broadcast TV, one-fourth to digital and 17% for cable TV. Fresh real-world data from Nielsen shows campaigns can reach significantly more registered voters by adding radio to their media mix and thus improve their odds of winning a tight race.

“While digital audio has targetability, AM/FM is the only audio platform that has the scale, no matter the demographic,” Rich Tunkel, Senior VP of Business Development at Nielsen Audio, said Tuesday. “Winning an election means winning the most voters. Whether that’s electoral votes, district votes, votes among persuade-ables, whatever your cohort is, reaching more of them is your goal and the cornerstone of an audio strategy begins with AM/FM radio.”

Tunkel suggested a “Moneyball” approach to political media planning would benefit campaigns, a reference to the famous Oakland A’s use of statistical analysis to improve their on-field performance, made famous in the 2011 movie starring Brad Pitt as A’s general manager Billy Beane. During Nielsen’s “Moneyball of Politics and Media” webinar, Tunkel pointed to what is arguably

the world's most data-driven advertiser – and biggest spender – to illustrate how marketers that do their homework include radio in their buys. In the four years since the last presidential election, Procter & Gamble went from using almost no radio to becoming its second largest advertiser, based on spot volume.

Rewinding The Tape

Tunkel noted that both P&G and many political campaigns use Nielsen Media Impact, a cross-platform media planning tool to map out and optimize their media strategies. The tool combines all of Nielsen's audience currency datasets, side-by-side, to show the impact of adding a specific media to a campaign and how the various media interact with each other to deliver audiences.

Sticking with the baseball analogy, Tunkel "rewound the tape" back to January, to examine billionaire Michael Bloomberg's campaign spending in the state of California. NMI data shows the former New York City mayor spent \$2 million on TV ads to reach 75% of registered voters in San Francisco for the state's Democratic presidential primary. Reallocating just 2% of that \$2 million budget would have improved the campaign's reach to 83%, a 12.3% increase. And redirecting 20% of that \$2 million media buy to radio would have lifted the campaign's reach to 93% of voters for a 24% lift – without spending one dollar more. Gross rating points (GRPs) would have jumped from 1,219 to 1,661, a 36% increase, while the cost per point would have been reduced by 27%.

Across the four California markets where Bloomberg advertised – L.A., Sacramento, San Diego and San Francisco – the NMI data showed that an 80% TV and 20% radio mix would have increased the campaign's voter reach from 84% to 95% while also improving reach among the critical voting segments of Hispanics and Blacks.

<image001.jpg>

From there, the webinar shifted to a comparison of the primary election advertising for former Vice President Joe Biden and Vermont Senator Bernie Sanders in Dallas from Feb. 26- March 3 in the run-up to the Texas Democratic primary on Super Tuesday. The case study showed the hour-by-hour reach of their TV buy among registered Democrats followed the typical TV viewing curve, reaching less than 10% of the target each hour until 5pm when the reach trajectory jumped each hour until peaking at around 18% in the 9pm primetime hour. But the Biden campaign got to 6% more Dallas registered Democrats 18+ and 26% more Black registered Democrats 18+

than Sanders by allocating 13% of its budget to radio. Biden ended up winning the Texas primary in a stunning turnaround.

Lauran Bloom
Senior Account Manager
Bonneville Bay Area

*As of May 11, 2020, NEW MAILING ADDRESS:
2001 Junipero Serra Blvd, Suite 350, Daly City, CA 94014*

KOIT/KMVQ/KBLX/KUFX
415-546-8619 Office
650-533-2304 Mobile
LBloom@bonneville.com
<image002.png>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>
