

April, Andrea, AJ and Steve,

Please read the below email from Chad and the folks at Veritone very carefully! I spoke with Tina and we are both on board running no charges THIS WEEK ONLY based on the copy they provided to help get this pushed through. This will yield a lot of money for our markets if it gets approved.

Please respond back on what you can do for both markets and confirm we can get this on air.

Matt



BEASLEY
MEDIA GROUP, LLC
TOMORROW'S MEDIA COMPANY TODAY

Vice President of National Sales
Office: 610-771-9628
Mobile: 610-659-8974
3033 Riviera Dr, #200
Naples, FL 34103
www.bbgi.com

From: Brown, Chad <Chad.Brown@Katzmedia.com>
Sent: Tuesday, January 4, 2022 1:32 PM
To: Matthew Cowper <Matthew.Cowper@bbgi.com>
Cc: Klufft, Matt <Matt.Klufft@Katzmedia.com>; Vicente, Richard <Richard.Vicente@Katzmedia.com>
Subject: FW: [EXTERNAL] URGENT - Aid Florida petitions - Sports betting

Take a look...think of it as paying it forward...if this gets passed, we will benefit for sure.

Thoughts on Tampa and Ft Myers?

Chad Brown
President Katz Radio
125 West 55th Street | New York, NY 10019
Chad.Brown@KatzMedia.com
o 212.424.6226 | m 917.335.2119 |



Diversity
Equity and
Inclusion

From: Bart Roselli <bart@veritoneone.com>
Sent: Tuesday, January 4, 2022 11:55 AM
To: Brown, Chad <Chad.Brown@Katzmedia.com>; Szymanski, Maya <MSzymanski@cmls-national.com>;
Payton Raymond <Payton.Raymond@cumulus.com>; Srsen, Diane <Diane.Srsen@Katzmedia.com>
Cc: Tyler Wentz <twentz@veritoneone.com>; Matthew Rodriguez <mrodriguez@veritone.com>;
Joanna Gorman <joanna@veritoneone.com>; Mae Haynes <mhaynes@veritoneone.com>
Subject: [EXTERNAL] URGENT - Aid Florida petitions - Sports betting

Katz & Cumulus team,

Draftkings needs help urgently this week to drive people to [THIS WEBSITE](#) to request a petition (need close to 900K verified signatures from registered Florida voters in order for the question to appear on the 2022 Florida ballot). This referendum is the best path to legal mobile and retail sports betting in Florida and would create a competitive market of the top brands in the industry, which means more opportunity (marketing spend, sponsorship, competition in general is good).

If we, as an industry, do not get on the ballot, Florida is not going to be a priority for anyone. Looking for your Florida station/markets to dive in here and help their own cause. **We are asking our key partners to run bonus pre-recorded spots, organic mentions, etc. on Florida stations through this week in hopes of unlocking additional revenue in near future.**

Additional talking points if needed / more information:

- This referendum will create a regulated, competitive, mobile and retail sports betting market in Florida that will allow you to bet on sports using your favorite apps.
- The amendment would allow for the state's professional sports venues and parimutuels to have in person sports books at their facilities.
- The amendment would allow for sports betting to occur in a strong regulatory environment to ensure that consumers are protected.
- If approved by voters, all tax revenue from regulated sports betting will go to funding public education in Florida, a priority for voters in the state.
- All you need [to do is visit our website](#), fill in your information, and a preprinted petition will arrive at your door. You then just need to sign, date, and put the petition back in the mail. Postage is prepaid.

Copy if talent prefers more scripted read:

- Our friends at DraftKings want to bring their Top-Rated Sportsbook to the state of Florida, but they can't do it without our help. If you are a registered voter in the state of Florida, you need to go to F-L-E-D Champs dot com ([FLEDChamps.com](#)), that's F-L-E-D Champs dot com and sign their petition to bring legal sports betting to the state of Florida. Want even better news!? Revenue generated from sports betting will go entirely to supplement public education funding in the state. That 247 million dollars annually to education funding in the state of Florida. Let's help the people who help us. So go to F-L-E-D Champs dot com, that's F-L-E-D Champs dot com and get your petition today. Paid political advertisement paid for in kind by DraftKings, 222 Berkeley Street, Boston, MA. Approved by Florida Education Champions.

Please let us know and quantify what can be done via media spots, mentions, etc. ASAP this week (Tu- Sun) so we can highlight back to Draftkings as it will all be remembered in future.

Feel free to call my cell to chat through anything given urgency.

Thanks

Bart Roselli

SVP Growth

(858) 412-8182 direct

(908) 310-8577 mobile

bart@veritoneone.com

VERITONE ONE.

Veritone One

<http://www.veritoneone.com>