

# Confirmation



KGIL-FM  
Adelman Broadcasting Inc  
42010 50th Street West  
Quartz Hill CA 93534  
661-718-1552 ph 661-718-1553  
fax

Contract # 15119  
Date Entered 09/10/20  
Sales Person COLLEEN WARDLAW  
Billing Cycle Broadcast  
Revenue Source NATIONAL AGENCY  
Revenue Type AGENCY  
Conflict 1 POLITICAL  
Estimate # 2428  
P.O. # 3176646-INV#4387664  
Contract 09/14/20 - 11/01/20

FAMILY FARMERS AGAINST PROP 15  
C/O SADLER STRATEGIC MEDIA INC.  
12103 VIEWCREST RD  
STUDIO CITY CA 91604

Date/Time	Schedule	Len	Avail Type	Rate	Qty	Total
09/14/20-09/27/20	9xMTWThF	01:00	COMMERCIAL	13.00	18	234.00
6:00a-10:00a	All Weeks					
09/14/20-09/27/20	9xMTWThF	01:00	COMMERCIAL	13.00	18	234.00
10:00a-3:00p	All Weeks					
09/14/20-09/27/20	9xMTWThF	01:00	COMMERCIAL	13.00	18	234.00
3:00p-7:00p	All Weeks					
09/14/20-09/27/20	3xS	01:00	COMMERCIAL	10.00	6	60.00
10:00a-7:00p	All Weeks					
09/28/20-10/30/20	7xMTWThF	01:00	COMMERCIAL	13.00	35	455.00
6:00a-10:00a	All Weeks					
09/28/20-10/30/20	7xMTWThF	01:00	COMMERCIAL	13.00	35	455.00
10:00a-3:00p	All Weeks					
09/28/20-10/30/20	7xMTWThF	01:00	COMMERCIAL	13.00	35	455.00
3:00p-7:00p	All Weeks					
09/28/20-10/31/20	2xS	01:00	COMMERCIAL	10.00	10	100.00
10:00a-7:00p	All Weeks					
09/28/20-11/01/20	2xSu	01:00	COMMERCIAL	11.00	10	110.00
10:00a-7:00p	All Weeks					
Subtotal						2337.00
Agency Commission						350.55
Total						1986.45

Rotation	Date/Time	Days	Count	Gross	Net
Projected Billing					
September	2020		60	762.00	647.70
October	2020		100	1260.00	1071.00
November	2020		25	315.00	267.75
			185	2337.00	1986.45

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

*Colleen Wardlaw*

Printed 09/10/20 17:03:25

TERMS AND CONDITIONS: CLIENT SHALL PROVIDE STATION WITH INFORMATION AND INSTRUCTIONS FOR THE COMMERCIAL MESSAGE AND CONTINUITY ITSELF (48) HOURS PRIOR TO THE SCHEDULED STARTING AIR DATE. CLIENT MAY CHANGE ANY SCRIPT, PRODUCED SPOT OR PROGRAM (48) HOURS PRIOR TO COPY AIR DATE. CHANGED REQUESTED. CLIENT MAY CANCEL WITH (7) WRITTEN DAYS NOTICE TO STATION. HOWEVER, STATION DETERMINES THE "EARNED RATE" APPLICABLE TO THE FINAL BILLING. ALL BILLS, INVOICES, AND STATEMENTS ARE DUE NET INVOICE. IF CLIENT'S PAST DUE BALANCE IS MORE THAN (90) DAYS OLD, AND CLIENT FAILS TO MAKE A PAYMENT IN ANY MONTH THEREAFTER, THE ACCOUNT WILL BE PLACED IN COLLECTIONS WITH NO FURTHER AIRTIME ALLOWED.

Page 1 of 1

<b>STATION:</b>	KGIL-FM	<b>ORDER#:</b>	3176646	<b>DATE:</b>	09/10/2020
<b>MARKET:</b>	UM - Johannesburg, CA	<b>AMOUNT:</b>	\$2,337.00	<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC
<b>REP:</b>	Tacher GMP	<b>SPOTS:</b>	185		12103 VIEWCREST RD
<b>MOD:</b>	Stn Ver: 1 Last:				STUDIO CITY, CA 91604
<b>SALES OFFICE:</b>	LOS ANGELES	<b>SLS PH:</b>	323 680 4340	<b>BUYER:</b>	Rosa Lozano
<b>SALESPERSON:</b>	Scott Brody/LA	<b>SLS FAX:</b>	323-638-2221		
<b>SLS EMAIL:</b>	Scott.Brody@GenMediaPartners.com				
<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4387664</b>
<b>ADVERTISER:</b>	Family Farmers Against Prop 15	<b>AGY PRD:</b>		<b>INVOICE:</b>	SADLER STRATEGIC MEDIA INC
<b>PRODUCT:</b>	//2428 PROP 15	<b>AGY EST:</b>	2428		12103 VIEWCREST RD
<b>FLIGHT:</b>	09-14-2020 TO 11/1/2020		[ ]Unwired [X]Spot [ ]Mod		STUDIO CITY, CA 91604
<b>TOT # OF WEEKS:</b>	7				
<b>PRIM. DEMO:</b>	Adults 25-54		[X]Cash [ ]Trade		
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	09/10/2020 17:59

#### COMMENTS

[Rep Comment] 09/10/2020: \*\* THIS IS A NEW ORDER. \*\* MUST CONFIRM WITHIN 24HRS \*\* PLEASE CONFIRM \*TODAY\* IN RADIO EXCHANGE OR TO dana.lacey@genmediapartners.com. THANKS DANA \*\*

Send invoices electronically. EMediaTrade: EMT12726

Invoices are required; even for orders paid for in advance.

WEEK#1-WEEK#2		9/14/2020 To 9/27/2020					WK TOT \$381.00		WK TOTAL SPOTS 30		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		MTWTF..	6:00AM	10:00AM	60	9/14/2020	9/25/2020	9	\$13	\$117
	2		MTWTF..	10:00AM	3:00PM	60	9/14/2020	9/25/2020	9	\$13	\$117
	3		MTWTF..	3:00PM	7:00PM	60	9/14/2020	9/25/2020	9	\$13	\$117
	4		.....S.	10:00AM	7:00PM	60	9/19/2020	9/26/2020	3	\$10	\$30

Line 1 => Scott



WEEK#3-WEEK#7		9/28/2020 To 11/1/2020					WK TOT \$315.00		WK TOTAL SPOTS 25		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		MTWTF..	6:00AM	10:00AM	60	9/28/2020	10/30/2020	7	\$13	\$91
	2		MTWTF..	10:00AM	3:00PM	60	9/28/2020	10/30/2020	7	\$13	\$91
	3		MTWTF..	3:00PM	7:00PM	60	9/28/2020	10/30/2020	7	\$13	\$91
	4		.....S.	10:00AM	7:00PM	60	10/3/2020	10/31/2020	2	\$10	\$20
	5		.....S	10:00AM	7:00PM	60	10/4/2020	11/1/2020	2	\$11	\$22

<b>STATION:</b>	KGIL-FM	<b>ORDER#:</b>	3176646	<b>DATE:</b>	09/10/2020
<b>MARKET:</b>	UM - Johannesburg, CA	<b>AMOUNT:</b>	\$2,337.00	<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC
<b>REP:</b>	Tacher GMP	<b>SPOTS:</b>	185		12103 VIEWCREST RD
<b>MOD:</b>	Stn Ver: 1 Last:				STUDIO CITY, CA 91604
<b>SALES OFFICE:</b>	LOS ANGELES	<b>SLS PH:</b>	323 680 4340	<b>BUYER:</b>	Rosa Lozano
<b>SALESPERSON:</b>	Scott Brody/LA	<b>SLS FAX:</b>	323-638-2221		
<b>SLS EMAIL:</b>	Scott.Brody@GenMediaPartners.com				
<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4387664</b>
<b>ADVERTISER:</b>	Family Farmers Against Prop 15	<b>AGY PRD:</b>		<b>INVOICE:</b>	SADLER STRATEGIC MEDIA INC
<b>PRODUCT:</b>	//2428 PROP 15	<b>AGY EST:</b>	2428		12103 VIEWCREST RD
<b>FLIGHT:</b>	09-14-2020 TO 11/1/2020				STUDIO CITY, CA 91604
			[ ]Unwired [X]Spot [ ]Mod		
<b>TOT # OF WEEKS:</b>	7				
<b>PRIM. DEMO:</b>	Adults 25-54		[X]Cash [ ]Trade		
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	09/10/2020 17:59

Line 1 => Scott

TOTAL	Sep	Oct	Nov									Total
SPOT	60	100	25									185
CASH	762.00	1,260.00	315.00									2,337.00
TOTAL	762.00	1,260.00	315.00									2,337.00



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



## Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).



## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, 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:

Agency name: Sadler Strategic Media

Address: 12103 Viewcrest Road

Contact: Sheri Sadler

Phone number: 818-506-5443

Email: sheri@sadlerstrategic.com

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: SEE LETTER OF AUTHORIZATION

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

SEE LETTER OF AUTHORIZATION

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: SEE LETTER OF AUTHORIZATION

Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION

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

SEE LETTER OF AUTHORIZATION

**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>Sheri Sadler</i>	Signature: <i>Colleen Warshaw</i>
Name: Sheri Sadler	Name: <i>COLLEEN WARSHAW</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>9.10.2020 5 PM</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☒ No Date ad received: *9.11.2020 2 PM*

**Note: Must have separate PB-19 forms 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:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>15119</i>	Station Call Letters: <i>KGIL</i>	Date Received/Requested: <i>9.10.2020 5 PM</i>
Est. #: <i>2428 IN #438764</i> <i>3176646</i>	Station Location: <i>JOHANNESBURG, CA</i>	Run Start and End Dates: <i>9/14/2020 - 11/1/2020</i>

**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.

## LETTER OF AUTHORIZATION

**Family Farmers Against Prop 15 - Stop Higher Food Taxes**  
2600 River Plaza Drive  
Sacramento, CA 95833

**August 31, 2020**

**Sheri Sadler**  
**Sadler Strategic Media, Inc.**  
12103 Viewcrest Road  
Studio City, CA 91604

**Dear Ms. Sadler:**

**Please accept this letter as authorization to represent the "Family Farmers Against Prop 15 - Stop Higher Food Taxes". Our official information is as follows:**

**Name:** Family Farmers Against Prop 15 - Stop Higher Food Taxes  
**Address:** 2600 River Plaza Drive, Sacramento, CA 95833  
**Phone:** (916) 561-5520  
**Fax:** (916) 442-759  
**Name of Chairman**  
**Name of Treasurer:** Ashlee N. Titus  
**FPPC I.D. #1426379**

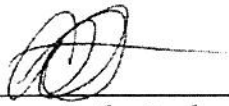
**If the purchaser is not an individual , list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):**

**Name**\_\_ Mark Dawson\_\_\_\_\_ **Title**\_\_ Principal Officer\_\_\_\_\_

**Name**\_\_ Shannon Douglass\_\_\_\_\_ **Title**\_\_ Principal Officer \_\_\_\_\_

**Name**\_\_ Jim Houston\_\_\_\_\_ **Title**\_\_ Principal Officer \_\_\_\_\_

**Name**\_\_ Jamie Johansson\_\_\_\_\_ **Title**\_\_ Principal Officer \_\_\_\_\_

  
\_\_\_\_\_  
**Signature (Can be any authorized agent)**  
**Ashlee N. Titus**  
**Treasurer**



# Confirmation



KGBB-FM  
Adelman Broadcasting Inc  
42010 50th Street West  
Quartz Hill CA 93536  
661-718-1552 ph 661-718-1553  
fax

Contract # 15118  
Date Entered 09/10/20  
Sales Person COLLEEN WARDLAW  
Billing Cycle Broadcast  
Revenue Source NATIONAL AGENCY  
Revenue Type AGENCY  
Conflict 1 POLITICAL  
Estimate # 2428  
P.O. # 3176646-INV#4387663  
Contract 09/14/20 - 11/01/20

FAMILY FARMERS AGAINST PROP 15  
C/O SADLER STRATEGIC MEDIA INC.  
12103 VIEWCREST RD  
STUDIO CITY CA 91604

Date/Time	Schedule	Len	Avail Type	Rate	Qty	Total
09/14/20-09/27/20	8xMTWThF	01:00	COMMERCIAL	20.00	16	320.00
6:00a-10:00a	All Weeks					
09/14/20-09/27/20	9xMTWThF	01:00	COMMERCIAL	20.00	18	360.00
10:00a-3:00p	All Weeks					
09/14/20-09/27/20	9xMTWThF	01:00	COMMERCIAL	20.00	18	360.00
3:00p-7:00p	All Weeks					
09/14/20-09/27/20	4xS	01:00	COMMERCIAL	15.00	8	120.00
10:00a-7:00p	All Weeks					
09/28/20-10/30/20	7xMTWThF	01:00	COMMERCIAL	20.00	35	700.00
6:00a-10:00a	All Weeks					
09/28/20-10/30/20	7xMTWThF	01:00	COMMERCIAL	20.00	35	700.00
10:00a-3:00p	All Weeks					
09/28/20-10/30/20	7xMTWThF	01:00	COMMERCIAL	20.00	35	700.00
3:00p-7:00p	All Weeks					
09/28/20-10/31/20	2xS	01:00	COMMERCIAL	15.00	10	150.00
10:00a-7:00p	All Weeks					
09/28/20-11/01/20	2xSu	01:00	COMMERCIAL	15.00	10	150.00
10:00a-7:00p	All Weeks					
Subtotal						3560.00
Agency Commission						534.00
Total						3026.00

Rotation	Date/Time	Days			
Projected Billing					
September		2020	Count	Gross	Net
			60	1160.00	986.00
October		2020	100	1920.00	1632.00
November		2020	25	480.00	408.00
			185	3560.00	3026.00

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

*Colleen Wardlaw*

Printed 09/10/20 16:49:28

TERMS AND CONDITIONS: CLIENT SHALL PROVIDE STATION WITH INFORMATION AND INSTRUCTIONS FOR THE COMMERCIAL MESSAGE AND CONTINUITY ITSELF (48) HOURS PRIOR TO THE SCHEDULED STARTING AIR DATE. CLIENT MAY CHANGE ANY SCRIPT, PRODUCED SPOT OR PROGRAM (48) HOURS PRIOR TO COPY AIR DATE. CHANGED REQUESTED. CLIENT MAY CANCEL WITH (7) WRITTEN DAYS NOTICE TO STATION. HOWEVER, STATION DETERMINES THE "EARNED RATE" APPLICABLE TO THE FINAL BILLING. ALL BILLS, INVOICES, AND STATEMENTS ARE DUE NET INVOICE. IF CLIENT'S PAST DUE BALANCE IS MORE THAN (90) DAYS OLD, AND CLIENT FAILS TO MAKE A PAYMENT IN ANY MONTH THEREAFTER, THE ACCOUNT WILL BE PLACED IN COLLECTIONS WITH NO FURTHER AIRTIME ALLOWED.

Page 1 of 1

<b>STATION:</b>	KGBB-FM	<b>ORDER#:</b>	3176646	<b>DATE:</b>	09/10/2020
<b>MARKET:</b>	UM - Edwards, CA	<b>AMOUNT:</b>	\$3,590.00	<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC
<b>REP:</b>	Tacher GMP	<b>SPOTS:</b>	185		12103 VIEWCREST RD
<b>MOD:</b>	Stn Ver: 1 Last:				STUDIO CITY, CA 91604
<b>SALES OFFICE:</b>	LOS ANGELES	<b>SLS PH:</b>	323 680 4340	<b>BUYER:</b>	Rosa Lozano
<b>SALESPERSON:</b>	Scott Brody/LA	<b>SLS FAX:</b>	323-638-2221		
<b>SLS EMAIL:</b>	Scott.Brody@GenMediaPartners.com				
<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4387663</b>
<b>ADVERTISER:</b>	Family Farmers Against Prop 15	<b>AGY PRD:</b>		<b>INVOICE:</b>	SADLER STRATEGIC MEDIA INC
<b>PRODUCT:</b>	//2428 PROP 15	<b>AGY EST:</b>	2428		12103 VIEWCREST RD
<b>FLIGHT:</b>	09-14-2020 TO 11/1/2020		[ ]Unwired [X]Spot [ ]Mod		STUDIO CITY, CA 91604
<b>TOT # OF WEEKS:</b>	7				
<b>PRIM. DEMO:</b>	Adults 25-54		[X]Cash [ ]Trade		
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	09/10/2020 17:59

## COMMENTS

[Rep Comment] 09/10/2020: \*\* THIS IS A NEW ORDER. \*\* MUST CONFIRM WITHIN 24HRS \*\* PLEASE CONFIRM \*TODAY\* IN RADIO EXCHANGE OR TO dana.lacey@genmediapartners.com. THANKS DANA \*\*

Send invoices electronically. EMediaTrade: EMT12726

Invoices are required; even for orders paid for in advance.

WEEK#1-WEEK#2		9/14/2020 To 9/27/2020					WK TOT \$580.00			WK TOTAL SPOTS 30	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		MTWTF..	6:00AM	10:00AM	60	9/14/2020	9/25/2020	8	\$20	\$160
	2		MTWTF..	10:00AM	3:00PM	60	9/14/2020	9/25/2020	9	\$20	\$180
	3		MTWTF..	3:00PM	7:00PM	60	9/14/2020	9/25/2020	9	\$20	\$180
	4		.....S.	10:00AM	7:00PM	60	9/19/2020	9/26/2020	4	\$15	\$60

Line 1 => Scott

WEEK#3-WEEK#7		9/28/2020 To 11/1/2020					WK TOT \$486.00			WK TOTAL SPOTS 25	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		MTWTF..	6:00AM	10:00AM	60	9/28/2020	10/30/2020	7	\$20	\$140
	2		MTWTF..	10:00AM	3:00PM	60	9/28/2020	10/30/2020	7	\$20	\$
	3		MTWTF..	3:00PM	7:00PM	60	9/28/2020	10/30/2020	7	\$20	\$140
	4		.....S.	10:00AM	7:00PM	60	10/3/2020	10/31/2020	2	\$15	\$30
	5		.....S	10:00AM	7:00PM	60	10/4/2020	11/1/2020	2	\$18	\$36

<b>STATION:</b>	KGBB-FM	<b>ORDER#:</b>	3176646	<b>DATE:</b>	09/10/2020
<b>MARKET:</b>	UM - Edwards, CA	<b>AMOUNT:</b>	\$3,590.00	<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC
<b>REP:</b>	Tacher GMP	<b>SPOTS:</b>	185		12103 VIEWCREST RD
<b>MOD:</b>	Stn Ver: 1 Last:				STUDIO CITY, CA 91604
<b>SALES OFFICE:</b>	LOS ANGELES	<b>SLS PH:</b>	323 680 4340	<b>BUYER:</b>	Rosa Lozano
<b>SALESPERSON:</b>	Scott Brody/LA	<b>SLS FAX:</b>	323-638-2221		
<b>SLS EMAIL:</b>	Scott.Brody@GenMediaPartners.com				
<b>AGENCY:</b>	SADLER STRATEGIC MEDIA INC	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4387663</b>
<b>ADVERTISER:</b>	Family Farmers Against Prop 15	<b>AGY PRD:</b>		<b>INVOICE:</b>	SADLER STRATEGIC MEDIA INC
<b>PRODUCT:</b>	//2428 PROP 15	<b>AGY EST:</b>	2428		12103 VIEWCREST RD
<b>FLIGHT:</b>	09-14-2020 TO 11/1/2020				STUDIO CITY, CA 91604
			[ ]Unwired [X]Spot [ ]Mod		
<b>TOT # OF WEEKS:</b>	7				
<b>PRIM. DEMO:</b>	Adults 25-54		[X]Cash [ ]Trade		
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	09/10/2020 17:59

Line 1 => Scott

TOTAL	Sep	Oct	Nov									Total
SPOT	60	100	25									185
CASH	1,160.00	1,944.00	486.00									3,590.00
TOTAL	1,160.00	1,944.00	486.00									3,590.00



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



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---

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://education.nab.org).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://nab.org/MemberTools).



## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, 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:

Agency name: Sadler Strategic Media

Address: 12103 Viewcrest Road

Contact: Sheri Sadler

Phone number: 818-506-5443

Email: sheri@sadlerstrategic.com

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: SEE LETTER OF AUTHORIZATION

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

SEE LETTER OF AUTHORIZATION

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: SEE LETTER OF AUTHORIZATION

Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION

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

SEE LETTER OF AUTHORIZATION

**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>Sheri Sadler</i>	Signature: <i>Queen Wadlow</i>
Name: Sheri Sadler	Name: <i>QUEEN WADLOW</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>9.10.2020 5PM</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☒ No Date ad received: *9.11.2020 2PM*

**Note: Must have separate PB-19 forms 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:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>15118</i>	Station Call Letters: <i>KGBB</i>	Date Received/Requested: <i>9.10.2020 5PM</i>
Est. #: <i>2428 INV#438764</i> <i>3176646</i>	Station Location: <i>EDWARDS CA</i>	Run Start and End Dates: <i>9/14/2020 - 11/1/2020</i>

**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.

## LETTER OF AUTHORIZATION

**Family Farmers Against Prop 15 - Stop Higher Food Taxes**  
2600 River Plaza Drive  
Sacramento, CA 95833

**August 31, 2020**

**Sheri Sadler**  
**Sadler Strategic Media, Inc.**  
12103 Viewcrest Road  
Studio City, CA 91604

**Dear Ms. Sadler:**

**Please accept this letter as authorization to represent the "Family Farmers Against Prop 15 - Stop Higher Food Taxes". Our official information is as follows:**

**Name:** Family Farmers Against Prop 15 - Stop Higher Food Taxes  
**Address:** 2600 River Plaza Drive, Sacramento, CA 95833  
**Phone:** (916) 561-5520  
**Fax:** (916) 442-759  
**Name of Chairman**  
**Name of Treasurer:** Ashlee N. Titus  
**FPPC I.D. #1426379**

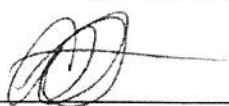
**If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):**

**Name**\_\_ Mark Dawson\_\_\_\_\_ **Title**\_\_ Principal Officer\_\_\_\_\_

**Name**\_\_ Shannon Douglass\_\_\_\_\_ **Title**\_\_ Principal Officer \_\_\_\_\_

**Name**\_\_ Jim Houston\_\_\_\_\_ **Title**\_\_ Principal Officer \_\_\_\_\_

**Name**\_\_ Jamie Johansson\_\_\_\_\_ **Title**\_\_ Principal Officer \_\_\_\_\_

  
\_\_\_\_\_  
**Signature (Can be any authorized agent)**  
**Ashlee N. Titus**  
**Treasurer**