

# Order #948953: Sadler Str../Yes on Pro../SPORTS BET../2669

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
07/21/22 11:01:07 AM	New order created		Imported EC Order	Margaret L	\$9,900.00	112	0.00
07/21/22 11:02:21 AM	Ready for approval		Ready	Margaret L	\$9,900.00	112	0.00
07/21/22 12:41:09 PM	Approval Workflow		[Sales Manager - Ready Default]	Bob Berge	\$9,900.00	112	0.00
07/21/22 1:07:42 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Linda Pete	\$9,900.00	112	0.00
07/21/22 1:07:44 PM	Approved			Linda Pete	\$9,900.00	112	0.00
07/21/22 1:08:03 PM	Processed		<sync process>	Yolanda A	\$9,900.00	112	0.00
07/22/22 9:23:27 AM	CIA Spot status		<updated to Cleared> 3-8, 2-7, 2-1, 1-1, 1-8, 3-1	Micah Turi	\$9,900.00	112	0.00
07/22/22 10:51:28 AM	CIA Spot status		<updated to Cleared> 4-2, 2-8, 4-1, 2-2, 2-6, 4-3, 1-2, 3-7, 3-2, 1-6, 2-3, 1-4, 3-4, 1-5, 2-5, 2-9, 2-4, 1-3, 3-3, 3-6, 3-5, 1-7	Micah Turi	\$9,900.00	112	0.00
07/26/22 11:29:16 AM	CIA Spot status		<updated to Cleared> 2-10, 1-9, 3-9, 2-16	Micah Turi	\$9,900.00	112	0.00
07/27/22 9:45:21 AM	CIA Spot status		<updated to Cleared> 1-10, 3-10, 1-16, 2-11, 2-17	Micah Turi	\$9,900.00	112	0.00
07/29/22 11:11:25 AM	CIA Spot status		<updated to Cleared> 1-14, 1-11, 2-18, 2-12	Micah Turi	\$9,900.00	112	0.00
07/29/22 11:11:43 AM	CIA Spot status		<updated to Cleared> 2-15, 1-15, 1-12, 3-12, 3-14, 2-13	Micah Turi	\$9,900.00	112	0.00
07/29/22 11:12:50 AM	CIA Spot status		<updated to Cleared> 1-13, 2-14, 3-13, 3-15	Micah Turi	\$9,900.00	112	0.00
07/29/22 11:13:05 AM	CIA Spot status		<updated to Cleared> 4-6, 4-5, 4-4	Micah Turi	\$9,900.00	112	0.00
07/29/22 11:14:36 AM	CIA Spot status		<updated to Cleared> 2-26, 3-22, 3-18, 1-17, 3-17, 2-19, 2-27, 1-18, 3-24, 2-20	Micah Turi	\$9,900.00	112	0.00
07/29/22 11:17:03 AM	CIA Spot status		<updated to Cleared> 3-11, 3-16	Micah Turi	\$9,900.00	112	0.00
08/08/22 10:42:32 AM	CIA Spot status		<updated to Cleared> 1-19, 1-22, 2-21, 3-19	Micah Turi	\$9,900.00	112	0.00
08/10/22 8:57:58 AM	CIA Spot status		<updated to Cleared> 4-9, 4-8, 2-25, 3-20, 4-7, 1-24, 1-21, 3-21, 3-23, 2-24, 2-22, 1-20, 1-23, 2-23	Micah Turi	\$9,900.00	112	0.00
08/10/22 9:00:18 AM	CIA Spot status		<updated to Cleared> 1-25, 1-30, 2-28, 3-25	Micah Turi	\$9,900.00	112	0.00
08/11/22 3:00:46 PM	CIA Spot status		<updated to Cleared> 1-26, 1-32, 3-26, 2-29, 2-36, 3-32	Micah Turi	\$9,900.00	112	0.00
08/11/22 3:01:56 PM	CIA Spot status		<updated to Cleared> 3-27, 3-31, 1-27, 1-31, 2-30, 2-34	Micah Turi	\$9,900.00	112	0.00
08/11/22 3:03:19 PM	CIA Spot status		<updated to Cleared> 2-31, 1-28, 3-30, 3-28, 2-33	Micah Turi	\$9,900.00	112	0.00
08/15/22 11:31:23 AM	Put in Edit Mode			Margaret L	\$9,900.00	112	0.00
08/15/22 11:33:41 AM	Ready for approval		REVISION ADDING WEEK OF 8/15 AND 8/22	Margaret L	\$13,710.00	155	0.00
08/15/22 11:40:06 AM	Approval Workflow		[Sales Manager - Ready Default]	Margaret L	\$13,710.00	155	0.00
08/15/22 12:06:22 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Linda Pete	\$13,710.00	155	0.00
08/15/22 12:06:25 PM	Approved			Linda Pete	\$13,710.00	155	0.00
08/15/22 12:14:55 PM	Processed		<sync process>	Yolanda A	\$13,710.00	155	0.00
08/15/22 1:12:04 PM	CIA Spot status		<updated to Cleared> 6-1, 7-1, 5-2	Micah Turi	\$13,710.00	155	0.00

*Kenn  
Revised*

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 948953  
**Alt Order #:** 36044346  
**Product Desc:** SPORTS BETTING  
**Estimate:** 2669  
**Flight Dates:** 07/25/22 - 08/27/22  
**Original Date / Rev:** 07/21/22 / 08/15/22  
**Order Type:** GENERAL

**KWNN-FM**  
**Primary AE:** Katz Los Angeles  
**Sales Office:** K-7.5  
**Sales Region:** N-Katz75

**Agency**  
**Name:** Sadler Strategic Media  
**Buying Contact:**  
**Billing Contact:**  
 12103 Viewcrest Road  
 Studio City, CA 91604

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Yes on Prop 27  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**Priority:** P-100

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/22	07/31/22	28	\$2,475.00	\$2,103.75
08/01/22	08/27/22	127	\$11,235.00	\$9,549.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	28	\$2,475.00	\$2,103.75	0.00
August 2022	127	\$11,235.00	\$9,549.75	0.00
<b>Totals</b>	<b>155</b>	<b>\$13,710.00</b>	<b>\$11,653.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles	K-7.5	N-Katz75	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KWNN	07/25/22	08/20/22	M-F AM Drive M-F AM -	CM	6:00 AM-10:00 AM	MTWTF--	1:00	8	\$90.00	P-50	0.00	NM	32	\$2,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	MTWTF--		8				\$90.00		0.00			
		Week: 08/01/22	08/07/22	MTWTF--		8				\$90.00		0.00			
		Week: 08/08/22	08/14/22	MTWTF--		8				\$90.00		0.00			
		Week: 08/15/22	08/21/22	MTWTF--		8				\$90.00		0.00			
N 2	KWNN	07/25/22	08/20/22	M-F Midday M-F MD -	CM	10:00 AM-3:00 PM	PMTWTF--	1:00	9	\$90.00	P-50	0.00	NM	36	\$3,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	MTWTF--		9				\$90.00		0.00			
		Week: 08/01/22	08/07/22	MTWTF--		9				\$90.00		0.00			
		Week: 08/08/22	08/14/22	MTWTF--		9				\$90.00		0.00			
		Week: 08/15/22	08/21/22	MTWTF--		9				\$90.00		0.00			
N 3	KWNN	07/25/22	08/20/22	M-F PM Drive M-F PM -	CM	3:00 PM-7:00 PM	MTWTF--	1:00	8	\$90.00	P-50	0.00	NM	32	\$2,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	MTWTF--		8				\$90.00		0.00			
		Week: 08/01/22	08/07/22	MTWTF--		8				\$90.00		0.00			
		Week: 08/08/22	08/14/22	MTWTF--		8				\$90.00		0.00			

Order / Rev: 948953  
 Alt Order #: 36044346  
 Flight Dates: 07/25/22 - 08/27/22

Advertiser: Yes on Prop 27  
 Product Desc: SPORTS BETTING  
 Estimate: 2669  
 KWNN-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/15/22	08/21/22	MTWTF--		8				\$90.00		0.00			
N 4	KWNN	07/30/22	08/27/22	Sa-Su Prime Sa-Su	CM	6:00 AM-7:00 PM	-----S-	1:00	3	\$75.00	P-60	0.00	NM	16	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
WK -		07/30/22	08/05/22	-----S-		3				\$75.00		0.00			
Week:		08/06/22	08/12/22	-----S-		3				\$75.00		0.00			
Week:		08/13/22	08/19/22	-----S-		3				\$75.00		0.00			
Week:		08/20/22	08/26/22	-----S-		3				\$75.00		0.00			
Week:		08/27/22	09/02/22	-----S-		4				\$75.00		0.00			
N 5	KWNN	08/16/22	08/19/22	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	-TWTF--	1:00	3	\$90.00	P-50	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
AM -		08/15/22	08/21/22	-TWTF--		3				\$90.00		0.00			
N 6	KWNN	08/16/22	08/19/22	M-F Midday M-F	CM	10:00 AM-3:00 PM	-TWTF--	1:00	3	\$90.00	P-50	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
MD -		08/15/22	08/21/22	-TWTF--		3				\$90.00		0.00			
N 7	KWNN	08/16/22	08/19/22	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	-TWTF--	1:00	3	\$90.00	P-50	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
PM -		08/15/22	08/21/22	-TWTF--		3				\$90.00		0.00			
N 8	KWNN	08/22/22	08/26/22	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	10	\$90.00	P-50	0.00	NM	10	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
AM -		08/22/22	08/28/22	MTWTF--		10				\$90.00		0.00			
N 9	KWNN	08/22/22	08/26/22	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	10	\$90.00	P-50	0.00	NM	10	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
MD -		08/22/22	08/28/22	MTWTF--		10				\$90.00		0.00			
N 10	KWNN	08/22/22	08/26/22	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	MTWTF--	1:00	10	\$90.00	P-50	0.00	NM	10	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
PM -		08/22/22	08/28/22	MTWTF--		10				\$90.00		0.00			
													Totals	155	\$13,710.00

948953

REVISED

Aug 15, 22  
 CONT# 36044346 Mod# 1 Ver# 3 (Last = Orig CF )  
 REP KATZ RADIO  
 TO KWNN-FM (Modesto, CA)  
 FM LARRY ROBERTS  
 OFF LOS ANGELES  
 AGY SADLER STRATEGIC MEDIA  
 ADDR 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

DDS CONT# 0  
 C/P/E: / / 2669  
 SALESPERSON FAX#  
 PH #

BYR ROSA LOZANO  
 ADV YES ON 27  
 PDT SPORTS BETTING  
 FLT Jul 11, 22 - Sep 04, 22

\* REP ORDER COMMENT \*  
 \*\* 8/15/2022 2:12:00 PM: POPULATIONBUYTYPE: CPP.  
 \*\* 8/15/2022 2:12:00 PM: REVISION ADDING WEEK OF 8/15 AND 8/22. PLEASE DO NOT DOUBLE BOOK.  
 \*\* 8/15/2022 2:12:00 PM: REVISION PLEASE DO NOT DOUBLE BOOK PLEASE CONFIRM WITH DARA ANDERSON AT DARA.ANDERSON@KATZ-RADIO.COM

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	MTWTF..	6A - 10A	60	7/25/2022 - 8/12/2022	3W	8	\$90.00	24
	1.2	MTWTF..	10A - 3P	60	7/25/2022 - 8/12/2022	3W	9	\$90.00	27
	1.3	MTWTF..	3P - 7P	60	7/25/2022 - 8/12/2022	3W	8	\$90.00	24
	1.4	.....S.	6A - 7P	60	7/30/2022 - 8/13/2022	3W	3	\$75.00	9
					** WEEKLY FLIGHT TOTALS **		28	\$7,425.00	
		<b>FLIGHT 2</b>							
	2.1	MTWTF..	6A - 10A	60	8/15/2022 - 8/19/2022	1W	8	\$90.00	8
	2.2	MTWTF..	10A - 3P	60	8/15/2022 - 8/19/2022	1W	9	\$90.00	9
	2.3	MTWTF..	3P - 7P	60	8/15/2022 - 8/19/2022	1W	8	\$90.00	8
	2.4	.....S.	6A - 7P	60	8/20/2022 - 8/20/2022	1W	3	\$75.00	3
ADD	2.5	MTWTF..	6A - 10A	60	8/15/2022 - 8/19/2022	1W	3	\$90.00	3
		ADDED							
ADD	2.6	MTWTF..	10A - 3P	60	8/15/2022 - 8/19/2022	1W	3	\$90.00	3
		ADDED							
ADD	2.7	MTWTF..	3P - 7P	60	8/15/2022 - 8/19/2022	1W	3	\$90.00	3
		ADDED							
					** WEEKLY FLIGHT TOTALS **		37	\$3,285.00	
		<b>FLIGHT 3</b>							
ADD	3.1	MTWTF..	6A - 10A	60	8/22/2022 - 8/26/2022	1W	10	\$90.00	10

Aug 15, 22

CONT# 36044346 Mod# 1 Ver# 3 (Last = Orig CF )  
 REP KATZ RADIO

DDS CONT# 0  
 C/P/E: / / 2669

ADDED										
ADD	3.2	MTWTF..	10A - 3P	60	8/22/2022 - 8/26/2022	1W	10	\$90.00	10	
ADDED										
ADD	3.3	MTWTF..	3P - 7P	60	8/22/2022 - 8/26/2022	1W	10	\$90.00	10	
ADDED										
ADD	3.4	.....S.	6A - 7P	60	8/27/2022 - 8/27/2022	1W	4	\$75.00	4	
ADDED										
								** WEEKLY FLIGHT TOTALS **	34	\$3,000.00

	Jul 22	Aug 22	Sep 22				
SPOTS	28	127	0				
CASH	2475.00	11235.00	0.00				
TRADE	0.00	0.00	0.00				
NSL	0.00	0.00	0.00				
TOTAL	2475.00	11235.00	0.00				

							TOTAL
SPOTS							155
CASH							13,710.00
TRADE							0.00
NSL							0.00
TOTAL							13,710.00

**\*\* Competitive Comments \*\***

YES ON 27 RADIO 07.11.22-08.28.22

SVC: FA21 MSA CustRadio

Demo Adults 25+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

**YES ON 27 - CALIFORNIANS FOR SOLUTIONS TO  
HOMELESSNESS AND MENTAL HEALTH SUPPORT**

**LETTER OF AUTHORIZATION**

July 6, 2022

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

Dear Ms. Sadler:

Please accept this letter as authorization to represent Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support. Our official information is as follows:


Name: Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support, a Coalition of Housing and Mental Health Experts, Concerned Taxpayers and Digital Sports Entertainment and Gaming Companies

Address: 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901  
Phone: (415) 389-6800

Name of President: Jeremy Kudon  
Name of Treasurer: Steven S. Lucas  
Committee I.D.#: 1440682  
Federal ID #: 87-2296531

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: Jeremy Kudon	Title: President
Name: Steven S. Lucas	Title: CFO
Name: Griffin Finiani	Title: Director

Signature   
Steven S. Lucas, CFO/Treasurer

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler Wolf, 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: Sheri Sadler Wolf

Agency name: Sadler Strategic Media Inc

Address: 12103 Viewcrest Rd, Studio City, CA 91604

Contact: Sheri Sadler Wolf

Phone number: 818-506-5443

Email: sherl@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: Yes on 27, Californians for Solutions to Homelessness and Mental Health Support, a Coalition of Housing and Mental Health

Address: 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901

Contact: Steven S. Lucas

Phone number: (415) 389-6800

Email:

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

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

Name of President: Jeremy Kudon

Name of Treasurer: Steven S. Lucas

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

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

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 S Wolf</i>	Signature: <i>Bob Berger</i>
Name: Sheri Sadler Wolf	Name: Bob Berger
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time: 7.21.22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional): \_\_\_\_\_

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

Date and nature of follow-ups, if any:  
n/a

Contract #: 360 44346 n/a	Station Call Letters: KWNN-FM	Date Received/Requested: 7-21-22
Est. #: 2669 n/a	Station Location: Modesto CA	Run Start and End Dates: 7-25-22 - 8-20-22

**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.