

Broadcast Contract

SADLER STRATEGIC MEDIA
 Yes on 27
 12103 Viewcrest Road
 Los Angeles, CA 91604

Start Date 08/29/22	Contract# 50604	Mod# 0
End Date 09/04/22	Date Entered 08/25/22	Date Last Modified 08/25/22
Advertiser Yes on 27		Station Market KQSR-FM
Product SPORTS BETTING		SalesRep/Office Christal Christal

Standard Billing Cycle Estimate# 2686

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE	
1	MO 08/29/22 FR 09/02/22	06:00A-10:00A	60		2	2	2	2	2	--	--	10	\$75.00
2	MO 08/29/22 FR 09/02/22	10:00A-03:00P	60		2	3	2	3	2	--	--	12	\$75.00
3	MO 08/29/22 FR 09/02/22	03:00P-07:00P	60		2	2	2	2	2	--	--	10	\$75.00
4	SA 09/03/22 SA 09/03/22	06:00A-07:00P	60	--	--	--	--	--	X	--	4	\$50.00	
5	SU 09/04/22 SU 09/04/22	06:00A-07:00P	60	--	--	--	--	--	--	X	3	\$50.00	

-----Tax Detail-----

City of Yuma Sales Tax \$ 39.74

Tax Total: \$ 39.74

* Tax calculations are an estimate based on the order as contracted. Actual taxes due will appear on the invoice

-----Additional Comments-----	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	39	2,750.00	\$412.50	\$ 2,377.24	\$ 2,750.00

Billing Projections: By Month

	Aug 22	Sep 22
CA	1,425.00	1,325.00
ST		2,750.00

El Dorado Broadcasters, LLC and Radio Stations KTTI, KQSR, and KBLU does not discriminate in the sale of advertising time on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

_____ Name	_____ Title	_____ Name	_____ Title
See reverse for accepted terms and conditions, if any			Page 2

Aug 25, 22
 CONT# 36107802 Mod# Ver# 1 (Last =)
 REP CHRISTAL RADIO
 TO KQSR-FM (Yuma-El Centro, AZ-CA)
 FM STEVE SARANTOS
 OFF LOS ANGELES
 AGY SADLER STRATEGIC MEDIA
 ADDR 12103 VIEWCREST RD
 STUDIO CITY, CA 91604

DDS CONT# 0
 C/P/E: / / 2686

SALESPERSON FAX#

PH #

BYR ROSA LOZANO
 ADV YES ON 27
 PDT SPORTS BETTING
 FLT Aug 29, 22 - Nov 13, 22

* REP ORDER COMMENT *

** 8/24/2022 8:22:00 PM: NEW ORDER - PLEASE CONFIRM ASAP

** 8/24/2022 8:22:00 PM: POPULATIONBUYTYPE: CPP.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		FLIGHT 1							
	1.1	MTWTF..	6A - 10A	60	8/29/2022 - 9/2/2022	1W	10	\$75.00	10
	1.2	MTWTF..	10A - 3P	60	8/29/2022 - 9/2/2022	1W	12	\$75.00	12
	1.3	MTWTF..	3P - 7P	60	8/29/2022 - 9/2/2022	1W	10	\$75.00	10
	1.4S.	6A - 7P	60	9/3/2022 - 9/3/2022	1W	4	\$50.00	4
	1.5S	6A - 7P	60	9/4/2022 - 9/4/2022	1W	3	\$50.00	3
					** WEEKLY FLIGHT TOTALS **		39	\$2,750.00	

	Sep 22	Oct 22	Nov 22
SPOTS	39	0	0
CASH	2750.00	0.00	0.00
TRADE	0.00	0.00	0.00
NSL	0.00	0.00	0.00
TOTAL	2750.00	0.00	0.00

	TOTAL
SPOTS	39
CASH	2,750.00
TRADE	0.00
NSL	0.00
TOTAL	2,750.00

Aug 25, 22
CONT# 36107802 Mod# Ver# 1 (Last =)
REP CHRISTAL RADIO

DDS CONT# 0
C/P/E: / / 2686

**** Competitive Comments ****

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 Finan **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: 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: 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>[Signature]</i>
Name: Sheri Sadler Wolf	Name: <i>Christina Fleming</i>
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 8/15/2022

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 #: n/a	Station Call Letters:	Date Received/Requested:
Est. #: n/a	Station Location:	Run Start and End Dates:

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.

**POLITICAL ADVERTISEMENT
REVIEW FORM**

A. IDENTIFY THE TYPE OF SPOT

- Candidate Advertisement** (sponsored by a legally qualified federal, state or local candidate).
- Answer **Questions 1-4 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):
- ___ Name of candidate and office sought
 - ___ Name of authorized committee of the candidate
 - ___ Name of committee's treasurer
 - ___ Rate charged for spot
 - ___ Spot length
 - ___ Dates and times spot scheduled to air and any revised schedules
 - ___ Class(es) of time purchased
 - ___ Any other information relevant to order (e.g., makegoods/rebates)

- Non-Candidate "Issue" Advertisement** (sponsored by a third-party, such as a PAC, political party, corporation or advocacy group).

- The issue ad references a federal candidate, a federal election and/or a political matter of national importance (e.g., Economy, Immigration, Climate Change).

- Answer **Questions 1-5 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):
- ✓ Name of person purchasing the time (i.e., the sponsor)
 - ✓ Name, address and phone number of a contact person for sponsor
 - ✓ Rate charged for spot
 - ✓ Dates and times spot scheduled to air and any revised schedules
 - ✓ Class(es) of time purchased

OR

- The issue ad only references a state/local political matter or controversial issue of public importance (e.g., school bond, local infrastructure, ballot measure).

- List all state/local political matters/issues referenced in the spot:
California Proposition 26, California Proposition 27
-

- Answer **Questions 1 and 5 in Section B** below.

B. COLLECT INFORMATION

1. Full Name of Ad Sponsor (e.g., Candidate Committee or PAC): Yes on 27

Name of Ad or ISCI Code: CAS60R9374H

Date Spot Received: 08/15/2022

Has the Ad Buyer or Ad Sponsor provided a completed NAB Form? Yes No

If No, please confirm you have obtained all required information for the political file as listed in Section A.

2. Does the spot reference a candidate for federal office (President, Vice President, Senate, or House)?
 Yes No

If Yes, then for each federal candidate referenced in the spot, list:

Candidate's full name _____

Office sought by candidate: _____

Election candidate is participating in: _____

3. Does the spot reference a federal election? Yes No

If Yes, then list all elections referenced: _____

4. Does the spot reference a political matter of **national** importance (e.g., Economy, Immigration, Climate Change) or any pending federal legislation (e.g., Affordable Care Act)?
 Yes No

If Yes, then list all political matters of national importance and/or federal legislation referenced in the spot: Gambling policy, homelessness policy

5. If the spot is sponsored by a third-party entity (i.e., political action committee, advocacy group, corporation, association or other unincorporated group), a list of chief executive officers, members of the executive committee, or the board of directors of the sponsor must be uploaded to the public file. Did you receive a list of these individuals from the sponsor? Yes No

Did you ask the sponsor or ad buyer *in writing* if the list provided is a complete and accurate list of all individuals that must be disclosed?¹ Yes No

¹ Before an issue ad order is finalized, the station representative should confirm in writing with the ad buyer that the provided list of chief executive officers, members of the executive committee, or the board of directors of the sponsor is complete and accurate.

Sadler Strategic Media Traffic Instructions

Date: 8/15/2022

Est 2669

Client: Yes on 27, CA for Solutions to Homelessness & Mental Health Support

Flight: 8/15/22-UFN

Media: Radio

Length: :60

ISCI/Title: CAS60R9374H

Prop v Prop English Radio

Rotation: 100%

Delivery: Email

Stations:	KTHU-FM	KROQ-FM	KFYV-FM	KBEB-FM	KLLC-FM	KFGY-FM	
	KBDS-FM	KBOS-FM	KRTH-FM	KHAY-FM	KFBK-AM	KNBR-AM	KHTH-FM
	KCWR-FM	KHGE-FM	KSPN-AM	KOCP-FM	KNCI-FM	KOIT-FM	KSRO-AM
	KDFO-FM	KMGV-FM	KTWV-FM	KVTA-AM	KRXQ-FM	KYLD-FM	KVRV-FM
	KGFM-FM	KMJ-AM	KYSR-FM	KCLB-FM	KSEG-FM	KPRL-AM	KZST-FM
	KISV-FM	KSEQ-FM	KATM-FM	KDGL-FM	KYMX-FM	KPYG-FM	KJOY-FM
	KKBB-FM	KSKS-FM	KFIV-AM	KGAY-AM	KFBG-FM	KWWW-FM	KWIN-FM
	KKXX-FM	KSOB-FM	KHKK-FM	KKUU-FM	KGB-FM	KXTK-AM	KATJ-FM
	KLLY-FM	KWYE-FM	KHOP-FM	KMRJ-FM	KHTS-FM	KXTZ-FM	KIXA-FM
	KUZZ-FM	KBIG-FM	KJSN-FM	KPLM-FM	KSON-FM	KJEE-FM	KIXF-FM
	KALF-FM	KCBS-FM	KWNN-FM	KPSI-FM	KWFN-FM	KRUZ-FM	KIXW-AM
	KBQB-FM	KFI-AM	KDON-FM	KRHQ-FM	KXSN-FM	KSBL-FM	KZXY-FM
	KCEZ-FM	KIIS-FM	KHIP-FM	KATY-FM	KYXY-FM	KTYD-FM	KBLU-AM
	KHSL-FM	KLAC-AM	KKHK-FM	KCAL-FM	XHRM-FM	KBOX-FM	KQSR-FM
	KMXI-FM	KLOS-FM	KTOM-FM	KFRG-FM	KCBS-AM	KPAT-FM	KTTI-FM
	KPAY-FM	KNX-FM	KWAV-FM	KGGI-FM	KIOI-FM	KSMA-AM	
	KRQR-FM	KOST-FM	KBBY-FM	KOLA-FM	KISQ-FM	KSNI-FM	

Agency Contact Info:

Julie Jones

julie@sadlerstrategic.com

818-506-5443 - Office

818-439-7413 - Cell

Pagano, Erica

From: SARANTOS, STEVEN <STEVEN.SARANTOS@Katzmedia.com>
Sent: Thursday, August 25, 2022 10:26 AM
To: Alexis Medina; Katy Brown Jones; Alexis Medina; Nola, David;
mark.fitzmayer@smgnational.com; John Packer; Kim Martinez; Katie Barton;
nballinger@americangeneralmedia.com; David Stevens; Ostrander, Melissa; kjee929
@aol.com; El Dorado Sales; will.neil@cumulus.com; Kevin Wodlinger; Christie Dale;
maryann.amelio@dimescentralcoast.com; Kristyn Hayashi
Cc: SARANTOS, STEVEN
Subject: Yes on 27 w/o 8/29 Orders- Traffic/copy
Attachments: Yes on 27 Traffic Instructions English Radio 8.15.22 Est 2669.xls; CAS60R9374H
PropVsProp_Radio60_English.mp3; LOA YES on 27 CA for
Solutions.Homelessness.Mental Health.pdf; Signed NAB Form for Yes on 27.pdf

I have sent the below week of 8/29 orders down for Yes on 27....pls continue with attached English language traffic/copy TFN....have also attached/resent the signed NAB forms. Payments for w/o 8/29 should arrive via Fast Pay in next 24 hours- same way they have been paying previous weeks. Any questions please let me know and do not reply all.

Thx
Steve