

# Broadcast Contract

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

Start Date 07/11/22	Contract# 50283	Mod# 0
End Date 08/21/22	Date Entered 07/07/22	Date Last Modified 07/07/22
Advertiser Yes on 27		Station Market KQSR-FM
Product SPORTS BETTING		SalesRep/Office Christal Christal

Standard Billing Cycle Estimate# 2669

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 07/11/22 FR 08/19/22	06:00A-10:00A	60	2	1	2	1	2	--	--	8	\$75.00
2	MO 07/11/22 FR 08/19/22	10:00A-03:00P	60	2	2	1	2	2	--	--	9	\$75.00
3	MO 07/11/22 FR 08/19/22	03:00P-07:00P	60	2	2	1	2	2	--	--	9	\$75.00
4	SA 07/16/22 SA 08/20/22	06:00A-07:00P	60	--	--	--	--	--	4	--	4	\$50.00
5	SU 07/17/22 SU 08/21/22	06:00A-07:00P	60	--	--	--	--	--	--	3	3	\$50.00

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

City of Yuma Sales Tax \$ 199.41

**Tax Total: \$ 199.41**

\* 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
	198	13,800.00	\$2,070.00	\$ 11,929.41	\$ 13,800.00

CASH IN ADVANCE

Billing Projections: By Month

	Jul 22	Aug 22
CA	6,900.00	6,900.00
ST	6,900.00	6,900.00

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  
 See reverse for accepted terms and conditions, if any

\_\_\_\_\_  
 Name Title  
 Page 1

Jul 06, 22  
 CONT# 36022950 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: / / 2669

SALESPERSON FAX#

PH #

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

\* REP ORDER COMMENT \*

\*\* 7/6/2022 4:23:00 PM: POPULATIONBUYTYPE: CPP.

\*\* 7/6/2022 4:23:00 PM: THIS IS A NEW ORDER. PLEASE CALL MIKE AT 310.633.0481 ASAP TO CONFIRM OR E-MAIL HER AT MIKE.FINKELSTEIN@KATZMEDIA.COM WITH CONFIRMATION. THANK YOU.

\*\* 7/6/2022 4:23:00 PM: THIS IS A NEW ORDER. PLEASE CALL MIKE AT 310.633.0481 ASAP TO CONFIRM OR E-MAIL HER AT MIKE.FINKELSTEIN@KATZMEDIA.COM WITH CONFIRMATION. THANK YOU.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	MTWTF..	6A - 10A	60	7/11/2022 - 8/19/2022	6W	8	\$75.00	48
	1.2	MTWTF..	10A - 3P	60	7/11/2022 - 8/19/2022	6W	9	\$75.00	54
	1.3	MTWTF..	3P - 7P	60	7/11/2022 - 8/19/2022	6W	9	\$75.00	54
	1.4	.....S.	6A - 7P	60	7/16/2022 - 8/20/2022	6W	4	\$50.00	24
	1.5	.....S	6A - 7P	60	7/17/2022 - 8/21/2022	6W	3	\$50.00	18
					** WEEKLY FLIGHT TOTALS **		33	\$13,800.00	

	Jul 22	Aug 22	Sep 22
SPOTS	99	99	0
CASH	6900.00	6900.00	0.00
TRADE	0.00	0.00	0.00
NSL	0.00	0.00	0.00
TOTAL	6900.00	6900.00	0.00

	TOTAL
SPOTS	198
CASH	13,800.00
TRADE	0.00
NSL	0.00
TOTAL	13,800.00

Jul 06, 22  
CONT# 36022950 Mod# Ver# 1 (Last = )  
REP CHRISTAL RADIO

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

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**\*\* 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.

## 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
<b>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):</b>		
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.		
<b>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.):</b>		
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).		
<b>If ad refers to a federal candidate(s) or federal election, list ALL of the following:</b>		<input checked="" type="checkbox"/> 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 <b>EVERY</b> political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:		<input checked="" type="checkbox"/> 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>Chloe E Flemer</i>
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time: <i>7-7-2022</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: *7-11-2022*

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 *Traffic and spots received today, 7-11-2022*

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:

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➤ 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: CAS60R9301H

Date Spot Received: 07/11/2022

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: Homelessness, Mental Health, Gambling Policy, Online Sports Betting

\_\_\_\_\_

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?<sup>1</sup>**  Yes  No

<sup>1</sup> 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.