






# Order #975011: Fulton Gro../Measure E/Measure/

  	Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
	09/16/22 10:15:45 AM	Processed		<async process>	Sydney Tc	\$9,900.00	200	0.00
	09/16/22 10:10:19 AM	Approved			Teri King (	\$9,900.00	200	0.00
	09/16/22 10:10:17 AM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Teri King (	\$9,900.00	200	0.00
	09/16/22 9:10:42 AM	Approval Workflow		[Sales Manager - Ready Default]	Tim Rapp	\$9,900.00	200	0.00
	09/16/22 9:09:36 AM	Ready for approval		corrected rev code 3	Tim Rapp	\$9,900.00	200	0.00
	09/16/22 9:08:45 AM	Put in Edit Mode			Tim Rapp	\$9,900.00	200	0.00
	09/15/22 10:35:10 AM	CIA Spot status		<updated to Cleared> 1-4, 1-2, 1-3, 1-1	Micah Turr	\$9,900.00	200	0.00
	09/13/22 10:20:05 AM	Processed		<async process>	Sydney Tc	\$9,900.00	200	0.00
	09/13/22 10:13:33 AM	Approved			Linda Pete	\$9,900.00	200	0.00
	09/13/22 10:13:31 AM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Linda Pete	\$9,900.00	200	0.00
	09/13/22 10:07:20 AM	Approval Workflow		[Sales Manager - Ready Default]	Tim Rapp	\$9,900.00	200	0.00
	09/13/22 9:47:21 AM	Ready for approval		NEW	Joni Verdie	\$9,900.00	200	0.00
	09/12/22 2:55:12 PM	New order created		Copied from Order #974951	Joni Verdie	\$5,160.00	196	0.00

[Sorted by: Date]

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<b>975011</b>	
	Alt Order #:		
	Product Desc:	Measure	
	Estimate:		<b>KSKS-FM</b>
	Flight Dates:	09/19/22 - 11/07/22	Primary AE: Joni Verdier
	Original Date / Rev:	09/12/22 / 09/16/22	Sales Office: L-FRE
	Order Type:	GENERAL	Sales Region: Local

<b>Agency</b>	<b>Name:</b>	<b>Fulton Group, The</b>	
	Buying Contact:	Christine Gentile	Billing Type: Cash
	Billing Contact:	Christine Gentile	Billing Calendar: Calendar
		1415 Fulton Street	Billing Cycle: EOM/EOC
		Fresno, CA 93721	Agency Commission: 15%

<b>Advertiser</b>	<b>Name:</b>	<b>Measure E</b>	
	Demographic:	A25-54	New Business End:
	Product Codes:	Issues/Propositions	Advertiser External ID:
	Revenue Code 1:	AGY-AVAIL	Agency External ID:
	Revenue Code 2:	POL-ISS	Unit Code: General
	Revenue Code 3:	GEN	Order Separation: 00:15:00
	Priority:	P-100	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/22	09/30/22	48	\$2,580.00	\$2,193.00
10/01/22	10/31/22	124	\$5,940.00	\$5,049.00
11/01/22	11/07/22	28	\$1,380.00	\$1,173.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	48	\$2,580.00	\$2,193.00	0.00
October 2022	124	\$5,940.00	\$5,049.00	0.00
November 2022	28	\$1,380.00	\$1,173.00	0.00
<b>Totals</b>	<b>200</b>	<b>\$9,900.00</b>	<b>\$8,415.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joni Verdier			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	KSKS	09/19/22	11/04/22	M-F Prime	CM	6a-7p	44444--	1:00	20	\$60.00	P-60	0.00	NM	140	\$8,400.00
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/22	09/25/22	44444--		20				\$60.00		0.00			
		Week: 09/26/22	10/02/22	44444--		20				\$60.00		0.00			
		Week: 10/03/22	10/09/22	44444--		20				\$60.00		0.00			
		Week: 10/10/22	10/16/22	44444--		20				\$60.00		0.00			
		Week: 10/17/22	10/23/22	44444--		20				\$60.00		0.00			
		Week: 10/24/22	10/30/22	44444--		20				\$60.00		0.00			
		Week: 10/31/22	11/06/22	44444--		20				\$60.00		0.00			
N 2	KSKS	09/19/22	11/06/22	Sa-Su Prime	CM	6:00 AM-6:00 PM	-----4-	1:00	4	\$25.00	P-60	0.00	NM	28	\$700.00
				Sa-Su		(6:00 AM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/22	09/25/22	-----4-		4				\$25.00		0.00			
		Week: 09/26/22	10/02/22	-----4-		4				\$25.00		0.00			
		Week: 10/03/22	10/09/22	-----4-		4				\$25.00		0.00			
		Week: 10/10/22	10/16/22	-----4-		4				\$25.00		0.00			
		Week: 10/17/22	10/23/22	-----4-		4				\$25.00		0.00			
		Week: 10/24/22	10/30/22	-----4-		4				\$25.00		0.00			
		Week: 10/31/22	11/06/22	-----4-		4				\$25.00		0.00			
N 3	KSKS	09/19/22	11/06/22		CM	6:00 AM-6:00 PM	-----4	1:00	4	\$20.00	P-60	0.00	NM	28	\$560.00

Order / Rev: 975011  
 Alt Order #:  
 Flight Dates: 09/19/22 - 11/07/22

Advertiser: Measure E  
 Product Desc: Measure  
 Estimate:

KSKS-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su Prime															
Sa-Su (6:00 AM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/22	09/25/22	-----4		4				\$20.00		0.00			
		Week: 09/26/22	10/02/22	-----4		4				\$20.00		0.00			
		Week: 10/03/22	10/09/22	-----4		4				\$20.00		0.00			
		Week: 10/10/22	10/16/22	-----4		4				\$20.00		0.00			
		Week: 10/17/22	10/23/22	-----4		4				\$20.00		0.00			
		Week: 10/24/22	10/30/22	-----4		4				\$20.00		0.00			
		Week: 10/31/22	11/06/22	-----4		4				\$20.00		0.00			
N 4	KSKS	11/07/22	11/07/22	M-F Prime	CM	6:00 AM-6:00 PM	4-----	1:00	4	\$60.00	P-60	0.00	NM	4	\$240.00
M-F (6:00 AM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/22	11/13/22	4-----		4				\$60.00		0.00			
													Totals	200	\$9,900.00

# Measure E KSKS P35-64 Weekends

975011

**TAPSCAN**

From: Joni Verdier  
Phone: (559) 490-4127  
Email: joni.verdier@cumulus.com  
9/12/2022 1:27 PM

Flight Dates: 09/19/2022 - 11/07/2022  
Demo: P 35-64

Radio Market: FRESNO  
Survey: JUL22 SD (MAY-JUL)  
Geography: Metro

ScheduleDescription:  
Measure E 9/19-11/7/22

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
<b>KSKS-FM</b>			<b>200</b>		<b>\$49.50</b>	<b>\$9,900.00</b>	<b>0.6%</b>	<b>\$80.10</b>	<b>123.6</b>	<b>100%</b>	<b>100%</b>	<b>18.0%</b>	<b>56,100</b>	<b>7.6</b>	<b>428,400</b>
Flight A - 6 wks (09/19, 09/26, 10/03, 10/10, 10/17, 10/24)															
			168		\$49.29	\$8,280.00	0.6%	\$80.23	103.2	83%	84%	15.7%	54,800	6.5	357,600
One Week Total			28		\$49.29	\$1,380.00	0.6%	\$80.23	17.2	14%	14%	6.8%	23,700	2.5	59,600
	Mo 6A-6P		4	60	\$60.00	\$240.00	0.8%	\$75.00	3.2	19%	17%	2.2%	7,700	1.5	11,200
	Tu 6A-6P		4	60	\$60.00	\$240.00	0.6%	\$100.00	2.4	14%	17%	1.8%	6,200	1.4	8,800
	W 6A-6P		4	60	\$60.00	\$240.00	0.5%	\$120.00	2.0	12%	17%	1.3%	4,700	1.4	6,400
	Th 6A-6P		4	60	\$60.00	\$240.00	0.7%	\$85.71	2.8	16%	17%	2.1%	7,400	1.4	10,000
	F 6A-6P		4	60	\$60.00	\$240.00	0.9%	\$66.67	3.6	21%	17%	2.3%	8,200	1.5	12,000
	Sa 6A-6P		4	60	\$25.00	\$100.00	0.5%	\$50.00	2.0	12%	7%	1.3%	4,400	1.6	7,200
	Su 6A-6P		4	60	\$20.00	\$80.00	0.3%	\$66.67	1.2	7%	6%	0.9%	3,000	1.3	4,000
Flight B - 1 wk (10/31)															
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
One Week Total			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
	Mo 6A-6P		4	60	\$60.00	\$240.00	0.8%	\$75.00	3.2	100%	100%	2.2%	7,700	1.5	11,200
Flight C - 1 wk (10/31)															
			24		\$47.50	\$1,140.00	0.6%	\$81.43	14.0	11%	12%	6.0%	21,000	2.3	48,400
One Week Total			24		\$47.50	\$1,140.00	0.6%	\$81.43	14.0	11%	12%	6.0%	21,000	2.3	48,400
	Tu 6A-6P		4	60	\$60.00	\$240.00	0.6%	\$100.00	2.4	17%	21%	1.8%	6,200	1.4	8,800
	W 6A-6P		4	60	\$60.00	\$240.00	0.5%	\$120.00	2.0	14%	21%	1.3%	4,700	1.4	6,400
	Th 6A-6P		4	60	\$60.00	\$240.00	0.7%	\$85.71	2.8	20%	21%	2.1%	7,400	1.4	10,000
	F 6A-6P		4	60	\$60.00	\$240.00	0.9%	\$66.67	3.6	26%	21%	2.3%	8,200	1.5	12,000

The first demo listed is the Primary Demo.  
This report was created in TAPSCAN using the following Radio Information: FRESNO, JUL22 SD (MAY-JUL); Metro, Multiple Dayparts Used, P 35-64. See Detailed Sourcing Page for Complete Details.  
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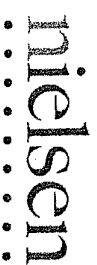
# Measure E KSKS P35-64 Weekends



From: Joni Verdier  
 Phone: (559) 490-4127  
 Email: joni.verdier@cumulus.com  
 9/12/2022 1:27 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis
<b>KSKS-FM (continued)</b>															
	Sa 6A-6P		4	60	\$25.00	\$100.00	0.5%	\$50.00	2.0	14%	9%	1.3%	4,400	1.6	7,200
	Su 6A-6P		4	60	\$20.00	\$80.00	0.3%	\$66.67	1.2	9%	7%	0.9%	3,000	1.3	4,000
<b>Flight D - 1 wk (11/07)</b>															
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
	One Week Total		4	60	\$60.00	\$240.00	0.8%	\$75.00	3.2	100%	100%	2.2%	7,700	1.5	11,200

The first demo listed is the Primary Demo.  
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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Joni Verdier, 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: **Tim Orman**

Agency name: **Orman Communications**

Address: **13723 Killarney Drive, Madera, CA 93636**

Contact: **Tim Orman**

Phone number: **559-906-4442**

Email: **timorman@timorman.net**

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 Measure E, Good to Great for Fresno State 2022**

Address: **5286 E. Home Avenue**

Contact: **Tim Orman**

Phone number: **559-906-4442**

Email: **timorman@timorman.net**

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):

N/A

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: **N/A**

Office(s) sought by such candidate(s) (no acronyms or abbreviations): **N/A**

Date of election: **11/8/2022**

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

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: Tim Orman

Digitally signed by Tim Orman  
DN: cn=Tim Orman, o=Orman Strategy and Solutions, LLC, email=torman@osolutions.net, c=US  
Date: 2022.08.26 16:13:01 -0700

Signature:

Name: Tim Orman

Name: Joni Verdier

Date of Request to Purchase Ad Time: 8/26/2022

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

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

**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 #:  
975011

Station Call Letters:

Date Received/Requested:  
9/12/22

Est. #:  
Measure E

Station Location:  
KSKS

Run Start and End Dates:  
9/19-11/7/22

**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.  
Measure E

# Measure E KSKS P35-64 Weekends

975011

**TAPSCAN**

From: Joni Verdier  
Phone: (559) 490-4127  
Email: joni.verdier@cumulus.com  
9/12/2022 1:27 PM

Flight Dates: 09/19/2022 - 11/07/2022  
Demo: P 35-64

Radio Market: FRESNO  
Survey: JUL22 SD (MAY-JUL)  
Geography: Metro

ScheduleDescription:  
Measure E 9/19-11/7/22

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
<b>KSKS-FM</b>			<b>200</b>		<b>\$49.50</b>	<b>\$9,900.00</b>	<b>0.6%</b>	<b>\$80.10</b>	<b>123.6</b>	<b>100%</b>	<b>100%</b>	<b>18.0%</b>	<b>56,100</b>	<b>7.6</b>	<b>428,400</b>
<b>Flight A - 6 wks (09/19, 09/26, 10/03, 10/10, 10/17, 10/24)</b>															
			168		\$49.29	\$8,280.00	0.6%	\$80.23	103.2	83%	84%	15.7%	54,800	6.5	357,600
<b>One Week Total</b>															
			28		\$49.29	\$1,380.00	0.6%	\$80.23	17.2	14%	14%	6.8%	23,700	2.5	59,600
	Mo 6A-6P		4	60	\$60.00	\$240.00	0.8%	\$75.00	3.2	19%	17%	2.2%	7,700	1.5	11,200
	Tu 6A-6P		4	60	\$60.00	\$240.00	0.6%	\$100.00	2.4	14%	17%	1.8%	6,200	1.4	8,800
	W 6A-6P		4	60	\$60.00	\$240.00	0.5%	\$120.00	2.0	12%	17%	1.3%	4,700	1.4	6,400
	Th 6A-6P		4	60	\$60.00	\$240.00	0.7%	\$85.71	2.8	16%	17%	2.1%	7,400	1.4	10,000
	F 6A-6P		4	60	\$60.00	\$240.00	0.9%	\$66.67	3.6	21%	17%	2.3%	8,200	1.5	12,000
	Sa 6A-6P		4	60	\$25.00	\$100.00	0.5%	\$50.00	2.0	12%	7%	1.3%	4,400	1.6	7,200
	Su 6A-6P		4	60	\$20.00	\$80.00	0.3%	\$66.67	1.2	7%	6%	0.9%	3,000	1.3	4,000
<b>Flight B - 1 wk (10/31)</b>															
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
<b>One Week Total</b>															
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
	Mo 6A-6P		4	60	\$60.00	\$240.00	0.8%	\$75.00	3.2	100%	100%	2.2%	7,700	1.5	11,200
<b>Flight C - 1 wk (10/31)</b>															
			24		\$47.50	\$1,140.00	0.6%	\$81.43	14.0	11%	12%	6.0%	21,000	2.3	48,400
<b>One Week Total</b>															
			24		\$47.50	\$1,140.00	0.6%	\$81.43	14.0	11%	12%	6.0%	21,000	2.3	48,400
	Tu 6A-6P		4	60	\$60.00	\$240.00	0.6%	\$100.00	2.4	17%	21%	1.8%	6,200	1.4	8,800
	W 6A-6P		4	60	\$60.00	\$240.00	0.5%	\$120.00	2.0	14%	21%	1.3%	4,700	1.4	6,400
	Th 6A-6P		4	60	\$60.00	\$240.00	0.7%	\$85.71	2.8	20%	21%	2.1%	7,400	1.4	10,000
	F 6A-6P		4	60	\$60.00	\$240.00	0.9%	\$66.67	3.6	26%	21%	2.3%	8,200	1.5	12,000

The first demo listed is the Primary Demo.  
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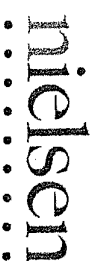
# Measure E KSKS P35-64 Weekends



From: Joni Verdier  
 Phone: (559) 490-4127  
 Email: joni.verdier@cumulus.com  
 9/12/2022 1:27 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis
<b>KSKS-FM (continued)</b>															
	Sa 6A-6P		4	60	\$25.00	\$100.00	0.5%	\$50.00	2.0	14%	9%	1.3%	4,400	1.6	7,200
	Su 6A-6P		4	60	\$20.00	\$80.00	0.3%	\$66.67	1.2	9%	7%	0.9%	3,000	1.3	4,000
<b>Flight D - 1 wk (1/10/7)</b>															
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
			4		\$60.00	\$240.00	0.8%	\$75.00	3.2	3%	2%	2.2%	7,700	1.5	11,200
	One Week Total		4	60	\$60.00	\$240.00	0.8%	\$75.00	3.2	100%	100%	2.2%	7,700	1.5	11,200

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: FRESNO, JUL 22 SD (MAY-JULY, Metro; Multiple Dayparts Used; P 35-64; See Detailed Sourcing Page for Complete Details.  
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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Joni Verdier, 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: **Tim Orman**

Agency name: **Orman Communications**

Address: **13723 Killarney Drive, Madera, CA 93636**

Contact: **Tim Orman**

Phone number: **559-906-4442**

Email: **timorman@timorman.net**

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 Measure E, Good to Great for Fresno State 2022**

Address: **5286 E. Home Avenue**

Contact: **Tim Orman**

Phone number: **559-906-4442**

Email: **timorman@timorman.net**

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):

N/A

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: **N/A**

Office(s) sought by such candidate(s) (no acronyms or abbreviations): **N/A**

Date of election: **11/8/2022**

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

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: Tim Orman

Digitally signed by Tim Orman  
DN: cn=Tim Orman, o=Orman Strategy and Solutions, LLC, email=torman@osolutions.net, c=US  
Date: 2022.08.26 16:13:01 -0700

Signature:

Name: Tim Orman

Name: Joni Verdier

Date of Request to Purchase Ad Time: 8/26/2022

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

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

**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 #:  
975011

Station Call Letters:

Date Received/Requested:  
9/12/22

Est. #:  
Measure E

Station Location:  
KSKS

Run Start and End Dates:  
9/19-11/7/22

**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.

Measure E

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Joni Verdier, 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: **Tim Orman**

Agency name: **Orman Communications**

Address: **13723 Killarney Drive, Madera, CA 93636**

Contact: **Tim Orman**

Phone number: **559-906-4442**

Email: **timorman@timorman.net**

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 Measure E, Good to Great for Fresno State 2022**

Address: **5286 E. Home Avenue**

Contact: **Tim Orman**

Phone number: **559-906-4442**

Email: **timorman@timorman.net**

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):

N/A

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: **N/A**

Office(s) sought by such candidate(s) (no acronyms or abbreviations): **N/A**

Date of election: **11/8/2022**

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

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: Tim Orman

Digitally signed by Tim Orman  
DN: cn=Tim Orman, o=Orman Strategy and Solutions, LLC, email=torman@osolutions.net, c=US  
Date: 2022.08.26 16:13:01 -0700

Signature:

Name: Tim Orman

Name: Joni Verdier

Date of Request to Purchase Ad Time: 8/26/2022

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

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

**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 #:  
975011

Station Call Letters:

Date Received/Requested:  
9/12/22

Est. #:  
Measure E

Station Location:  
KSKS

Run Start and End Dates:  
9/19-11/7/22

**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.

Measure E



# 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://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, John Ostlund, 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: Tim Orman

Agency name: Orman Communications

Address: 13723 Killarney Drive, Madera, CA 93636

Contact: Tim Orman

Phone number: 559-906-4442

Email: timorman@timorman.net

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 Measure E, Good to Great for Fresno State 2022

Address: 5286 E. Home Avenue

Contact: Tim Orman

Phone number: 559-906-4442

Email: timorman@timorman.net

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.):

N/A

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: N/A

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

Date of election: 11/8/2022

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

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: Tim Orman <small>Digitally signed by Tim Orman DN: cn=Tim Orman, o=Orman Strategy and Solutions, LLC, ou=Orman Strategy and Solutions, LLC, email=timorman@timorman.us, c=US Date: 2022.08.29 16:10:33 -0700</small>	Signature:
Name: Tim Orman	Name: Joni Verdier
Date of Request to Purchase Ad Time: 8/26/2022	Date of Station Agreement to Sell Time: 9/12/2022

**TO BE COMPLETED BY STATION ONLY**

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

**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 #: 975011	Station Call Letters: KSKS	Date Received/Requested: 9/12/22
Est. #:	Station Location: Fresno, CA	Run Start and End Dates: 9/19-11/7-2022

**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.