

# Order #599368: River Righ../Lincoln Club/2020 Gener../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected Gr
10/06/20 4:14:31	Processed		<async process>	Sydney Toliver (sydney.toliver@ci	2,000.00	50	0.00
10/06/20 4:10:40	Approved			Tim Lyons (timothy.lyons@cumul	2,000.00	50	0.00
10/06/20 4:10:34	Approval Work		[Business Manager - Business Office Approval Needed Default]	Tim Lyons (timothy.lyons@cumul	2,000.00	50	0.00
10/06/20 3:09:41	Approval Work		[Sales Manager - Ready Default]	Tim Rapp (timothy.rapp@cumul	2,000.00	50	0.00
10/06/20 3:04:37	Ready for appr		Ready	Glynna Morgan (gmorgan@cumul	2,000.00	50	0.00
10/06/20 2:33:08	New order crea		<new order>	Glynna Morgan (gmorgan@cumul	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 599368  
**Alt Order #:**  
**Product Desc:** 2020 General Election  
**Estimate:**  
**Flight Dates:** 10/07/20 - 10/30/20  
**Original Date / Rev:** 10/06/20 / 10/06/20  
**Order Type:** GENERAL

**KMJ-AM/FM**  
**Primary AE:** Glynna Morgan  
**Sales Office:** L-FRE  
**Sales Region:** Local

**Agency**  
**Name:** River Right LLC  
**Buying Contact:**  
**Billing Contact:**  
 205 Trout Lake  
 Sanger, CA 93657

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

**Advertiser**  
**Name:** Lincoln Club  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**Priority:** P-100

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/20	10/30/20	50	\$2,000.00	\$1,700.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	50	\$2,000.00	\$1,700.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$2,000.00</b>	<b>\$1,700.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Glynna Morgan			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	KMJA	10/07/20	10/30/20	M-F AM Drive M-F	CM	6a-10a	-----	:10	0	\$40.00	P-60	0.00	NM	18	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/20	10/11/20	---TF--		4		\$40.00		0.00					
		Week: 10/12/20	10/18/20	MTWT---		4		\$40.00		0.00					
		Week: 10/19/20	10/25/20	MTWT---		4		\$40.00		0.00					
		Week: 10/26/20	11/01/20	MTWTF--		6		\$40.00		0.00					
N 2	KMJA	10/07/20	10/30/20	M-F Midday M-F	CM	10a-3p	-----	:10	0	\$40.00	P-60	0.00	NM	16	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/20	10/11/20	---TF--		4		\$40.00		0.00					
		Week: 10/12/20	10/18/20	MTWT---		4		\$40.00		0.00					
		Week: 10/19/20	10/25/20	MTW----		3		\$40.00		0.00					
		Week: 10/26/20	11/01/20	MTWTF--		5		\$40.00		0.00					
N 3	KMJA	10/07/20	10/30/20	M-F PM Drive M-F	CM	3p-7p	-----	:10	0	\$40.00	P-60	0.00	NM	16	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/05/20	10/11/20	---TF--		4		\$40.00		0.00					
		Week: 10/12/20	10/18/20	MTWT---		4		\$40.00		0.00					
		Week: 10/19/20	10/25/20	MTW----		3		\$40.00		0.00					
		Week: 10/26/20	11/01/20	MTWTF--		5		\$40.00		0.00					

Totals 50 \$2,000.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Tal Cloud, 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		
<b>Station time requested by:</b>		
Agency name: River Right		
Address: 205 Trout Lake, Sanger, A 93657		
Contact: Tal Cloud	Phone number: 559-285-2638	Email: tal@river-right.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: Fresno County Lincoln Club		
Address:		
Contact: Tal Cloud	Phone number: 559-285-2638	Email: tal@river-right.com
Station is authorized to announce the time as paid for by such person or entity.		
<b>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.):</b>		
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: 11-3-20		
<b>Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:</b>		<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: <b>TAL CLOUD</b> <small>Digitally signed by TAL CLOUD Date: 2020.10.06 15:43:03 -07'00'</small>	Signature: <i>[Handwritten Signature]</i>
Name: Tal Cloud	Name: Glynna Morgan
Date of Request to Purchase Ad Time: 10-6-20	Date of Station Agreement to Sell Time: 10-6-20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: 10/6/20

**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 #:	Station Call Letters: <i>KMS</i>	Date Received/Requested: <i>10/6/20</i>
Est. #:	Station Location: <i>KMS</i>	Run Start and End Dates: <i>10/8-10/30/20</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.