

# ORDER



**Orders**  
**Order / Rev:** 405267  
**Alt Order #:** 08436728  
**Product Desc:** YES ON 792 / #1921  
**Estimate:** 1921  
**Flight Dates:** 11/05/16 - 11/07/16  
**Original Date / Rev:** 11/04/16 / 11/04/16  
**Order Type:** GENERAL

**KFOR-TV**  
**Primary AE:** Tim Scanlan  
**Sales Office:** NLA  
**Sales Region:** National

**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:** ISS/YES ON 792  
**Demographic:** A35+  
**Product Codes:** PL4.a  
**Priority:** 02  
**Revenue Codes:** Agency, Political, Political-PAC

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	20	\$15,350.00	\$13,047.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	20	\$15,350.00	\$13,047.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$15,350.00</b>	<b>\$13,047.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Scanlan			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
E 1	4	11/07/16	11/07/16	M-F 10p-1035p M-F 10p-1035p	CM	10:00 PM-10:35 PM	1-----	:30	1	\$1,750.00	02	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$1,750.00		0.00			
E 2	4	11/07/16	11/07/16	M-F 10a-11a M-F 10a-11a	CM	10a-11a	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$300.00		0.00			
E 3	4	11/07/16	11/07/16	M-F 1035p-1135p M-F 1035p-1135p	CM	10:35 PM-11:35 PM	1-----	:30	1	\$750.00	02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$750.00		0.00			
E 4	4	11/07/16	11/07/16	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$400.00		0.00			
E 5	4	11/07/16	11/07/16	M-F 330p-4p M-F 330p-4p	CM	330p-4p	1-----	:30	1	\$500.00	02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$500.00		0.00			
E 6	4	11/07/16	11/07/16	M-F 4p-430p M-F 4p-430p	CM	4p-430p	1-----	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$550.00		0.00			

Order / Rev: 405267  
 Alt Order #: 08436728  
 Flight Dates: 11/05/16 - 11/07/16

Advertiser: ISS/YES ON 792  
 Product Desc: YES ON 792 / #1921  
 Estimate: 1921  
 KFOR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	4	11/07/16	11/07/16	M-F 430p-5p M-F 430p-5p	CM	430p-5p	1-----	:30	1	\$600.00	02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$600.00		0.00			
E 8	4	11/07/16	11/07/16	M-F 5a-530a M-F 5a-530a	CM	5a-530a	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$300.00		0.00			
E 9	4	11/07/16	11/07/16	M-F 5p-530p M-F 5p-530p	CM	5p-530p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$650.00		0.00			
E 10	4	11/07/16	11/07/16	M-F 530a-6a M-F 530a-6a	CM	530a-6a	1-----	:30	1	\$500.00	02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$500.00		0.00			
E 11	4	11/07/16	11/07/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$750.00	02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$750.00		0.00			
E 12	4	11/07/16	11/07/16	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$750.00	02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$750.00		0.00			
E 13	4	11/07/16	11/07/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$650.00		0.00			
E 14	4	11/07/16	11/07/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$300.00		0.00			
E 15	4	11/05/16	11/05/16	Sa 6p-630p Sa 6p-630p	CM	6p-630p	-----1-	:30	1	\$450.00	02	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-		1				\$450.00		0.00			
E 16	4	11/06/16	11/06/16	Su 1105p-1205a Su 1105p-1205a	CM	Various	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$200.00		0.00			
		Order states they req 1135-1235p(booked the inv code after nfl),													
E 17	4	11/06/16	11/06/16	Su 5p-530p Su 5p-530p	CM	5p-530p	-----1	:30	1	\$450.00	02	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$450.00		0.00			
E 18	4	11/06/16	11/06/16	Su 6a-7a Su 6a-7a	CM	6a-7a	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$200.00		0.00			
E 19	4	11/06/16	11/06/16	Su 7a-8a Su 7a-8a	CM	7:00 AM-8:00 AM	-----1	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$300.00		0.00			
E 20	4	11/06/16	11/06/16	NFL Reg Ssn Gm NFL Reg Ssn Late Gm	CM	Various	-----1	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$5,000.00		0.00			

Totals 20 \$15,350.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>  07/07/2016
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I, Sheri Sadler

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See request</i>					

This broadcast time will be used by: \_\_\_\_\_

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

*All attached Letter of Auth.*

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

*See attached Letter of Auth*

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

7/7/16                      *[Signature]*                      818-506-5443  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

**Accepted**                       **Accepted in Part**                       **Rejected**

\_\_\_\_\_  
Signature                                      Printed Name                                      Title

### AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 2em; color: blue;"><i>All orders</i></p>					

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



**LETTER OF AUTHORIZATION**

**September 15, 2016**

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

**Dear Ms. Sadler:**

**Please accept this letter as authorization to represent the "Yes on 792, Inc.". Our official information is as follows:**

<b>Name</b>	Yes on 792 Inc.
<b>Address</b>	1833 South Morgan Road, Oklahoma City, OK 73128
<b>Phone</b>	(405) 213-0888
<b>Fax</b>	(405) 300-0720
<b>Name of Chairman</b>	Jeff Reasor
<b>Name of Treasurer</b>	Glenn Coffee
<b>FEDERAL TAX I.D.#</b>	81-2803597

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**Signature**  
**Javier Garcia/Authorized Agent**