

# Order #748068: Sadler Str./Stop GOP N./Recall 2021/2518

Date	Action	Line	Comment	By	Total \$	# Spots	Expected Gr
07/28/21 1:40:5	Processed		<async process>	Marcus Romero (marcus.romero@cumulus.com)	1,465.00	203	0.00
07/28/21 1:38:0	CIA Spot statu		<updated to Cleared> 4-2, 4-3, 4-4, 4-1	Jana Shilow (jana.shilow@cumulus.com)	1,495.00	29	0.00
07/28/21 1:34:2	Approved			Tim Lyons (timothy.lyons@cumulus.com)	1,465.00	203	0.00
07/28/21 1:34:2	Approval Work		[Business Manager - Business Office Approval Needed Default]	Tim Lyons (timothy.lyons@cumulus.com)	1,465.00	203	0.00
07/28/21 12:54:	Approval Work		[Sales Manager - Ready Default]	Patty Hixson (phixson@cumulus.com)	1,465.00	203	0.00
07/28/21 11:58:	Ready for app		Adding w/o 8/2-9/12	Amanda Azares (abridgford@cumulus.com)	1,465.00	203	0.00
07/28/21 11:56:	Put in Edit Mo			Amanda Azares (abridgford@cumulus.com)	1,495.00	29	0.00
07/27/21 1:54:0	CIA Spot statu		<updated to Cleared> 2-4, 1-4, 3-4, 3-6, 2-5, 3-5, 1-5, 2-8	Jana Shilow (jana.shilow@cumulus.com)	1,495.00	29	0.00
07/27/21 1:49:0	CIA Spot statu		<updated to Cleared> 2-7, 3-3, 1-8, 1-3, 2-3	Jana Shilow (jana.shilow@cumulus.com)	1,495.00	29	0.00
07/22/21 1:40:4	CIA Spot statu		<updated to Cleared> 2-6, 1-2, 3-7, 3-2, 1-7, 2-2	Jana Shilow (jana.shilow@cumulus.com)	1,495.00	29	0.00
07/21/21 1:55:3	CIA Spot statu		<updated to Cleared> 3-1, 2-1, 1-6, 3-8, 1-1, 2-9	Jana Shilow (jana.shilow@cumulus.com)	1,495.00	29	0.00
07/19/21 3:39:3	Processed		<async process>	Marcus Romero (marcus.romero@cumulus.com)	1,495.00	29	0.00
07/19/21 3:22:4	Approved			Tim Lyons (timothy.lyons@cumulus.com)	1,495.00	29	0.00
07/19/21 3:22:3	Approval Work		[Business Manager - Business Office Approval Needed Default]	Tim Lyons (timothy.lyons@cumulus.com)	1,495.00	29	0.00
07/19/21 3:09:0	Approval Work		[Sales Manager - Ready Default]	Tim Rapp (timothy.rapp@cumulus.com)	1,495.00	29	0.00
07/19/21 10:44:	Ready for app		ready	Amanda Azares (abridgford@cumulus.com)	1,495.00	29	0.00
07/19/21 10:43:	New order cre		Imported EC Order	Amanda Azares (abridgford@cumulus.com)	1,495.00	29	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 748068  
**Alt Order #:** 35203509  
**Product Desc:** Recall 2021  
**Estimate:** 2518  
**Flight Dates:** 07/26/21 - 09/19/21  
**Original Date / Rev:** 07/19/21 / 07/28/21  
**Order Type:** GENERAL  
**Primary AE:** Katz Los Angeles  
**Sales Office:** K-7.5  
**Sales Region:** N-Katz75  
**KWYE-FM**

**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:** Stop GOP Newsom Recall  
**Demographic:** A25-49  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** POL-STATE  
**Priority:** P-100  
**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:25:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/26/21	08/29/21	145	\$7,475.00	\$6,353.75
08/30/21	09/12/21	58	\$2,990.00	\$2,541.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2021	145	\$7,475.00	\$6,353.75	0.00
September 2021	58	\$2,990.00	\$2,541.50	0.00
<b>Totals</b>	<b>203</b>	<b>\$10,465.00</b>	<b>\$8,895.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			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	KWYE	07/26/21	09/10/21	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	8	\$55.00	P-50	0.00	NM	56	\$3,080.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/21	08/01/21	MTWTF--		8				\$55.00		0.00			
		Week: 08/02/21	08/08/21	MTWTF--		8				\$55.00		0.00			
		Week: 08/09/21	08/15/21	MTWTF--		8				\$55.00		0.00			
		Week: 08/16/21	08/22/21	MTWTF--		8				\$55.00		0.00			
		Week: 08/23/21	08/29/21	MTWTF--		8				\$55.00		0.00			
		Week: 08/30/21	09/05/21	MTWTF--		8				\$55.00		0.00			
		Week: 09/06/21	09/12/21	MTWTF--		8				\$55.00		0.00			
N 2	KWYE	07/26/21	09/10/21	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	9	\$55.00	P-50	0.00	NM	63	\$3,465.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/26/21	08/01/21	MTWTF--		9				\$55.00		0.00			
		Week: 08/02/21	08/08/21	MTWTF--		9				\$55.00		0.00			
		Week: 08/09/21	08/15/21	MTWTF--		9				\$55.00		0.00			
		Week: 08/16/21	08/22/21	MTWTF--		9				\$55.00		0.00			
		Week: 08/23/21	08/29/21	MTWTF--		9				\$55.00		0.00			
		Week: 08/30/21	09/05/21	MTWTF--		9				\$55.00		0.00			
		Week: 09/06/21	09/12/21	MTWTF--		9				\$55.00		0.00			
N 3	KWYE	07/26/21	09/10/21		CM	3:00 PM-7:00 PM	MTWTF--	1:00	8	\$55.00	P-50	0.00	NM	56	\$3,080.00

Order / Rev: 748068  
 Alt Order #: 35203509  
 Flight Dates: 07/26/21 - 09/19/21

Advertiser: Stop GOP Newsom Recall  
 Product Desc: Recall 2021  
 Estimate: 2518

KWYE-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F PM Drive											
				M-F											
				PM -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/26/21	08/01/21	MTWTF--		8		\$55.00		0.00					
Week:		08/02/21	08/08/21	MTWTF--		8		\$55.00		0.00					
Week:		08/09/21	08/15/21	MTWTF--		8		\$55.00		0.00					
Week:		08/16/21	08/22/21	MTWTF--		8		\$55.00		0.00					
Week:		08/23/21	08/29/21	MTWTF--		8		\$55.00		0.00					
Week:		08/30/21	09/05/21	MTWTF--		8		\$55.00		0.00					
Week:		09/06/21	09/12/21	MTWTF--		8		\$55.00		0.00					
N 4	KWYE	07/31/21	09/12/21	Sa-Su Prime Sa-Su	CM	6:00 AM-7:00 PM	-----SS	1:00	4	\$30.00	P-60	0.00	NM	28	\$840.00
				WK -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/31/21	08/06/21	-----SS		4		\$30.00		0.00					
Week:		08/07/21	08/13/21	-----SS		4		\$30.00		0.00					
Week:		08/14/21	08/20/21	-----SS		4		\$30.00		0.00					
Week:		08/21/21	08/27/21	-----SS		4		\$30.00		0.00					
Week:		08/28/21	09/03/21	-----SS		4		\$30.00		0.00					
Week:		09/04/21	09/10/21	-----SS		4		\$30.00		0.00					
Week:		09/11/21	09/17/21	-----SS		4		\$30.00		0.00					
													Totals	203	\$10,465.00

748068

### ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, 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:

Agency name: Sadler Strategic Media

Address: 12103 Viewcrest Road

Contact: Sheri Sadler

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: SEE LETTER OF AUTHORIZATION

Address:

Contact:

Phone number:

Email:

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.):

SEE LETTER OF AUTHORIZATION

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: SEE LETTER OF AUTHORIZATION

Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION

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

SEE LETTER OF AUTHORIZATION

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 Sadler</i>	Signature: <i>W Lyons</i>
Name: Sheri Sadler	Name: <i>TIM LYONS</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>7/19/21</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *7/19/21*

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>KWYE - FM</i>	Date Received/Requested: <i>7/19/21</i>
Est. #:	Station Location: <i>FRESNO, CA</i>	Run Start and End Dates: <i>7/26-8/6/21</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.

LETTER OF AUTHORIZATION

Stop the Republican Recall of Governor Newsom  
1787 Tribute Road, Suite K  
Sacramento, CA 95815

June 8, 2021

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 "Stop the Republican Recall of Governor Newsom". Our official information is as follows:

Name *Stop the Republican Recall of Governor Newsom*  
Address *1787 Tribute Road, Suite K, Sacramento, CA 95815*  
Phone *209-210-8950*  
Name of Chairman *Governor Newsom*  
Name of Treasurer *Shawnda Deane*  
Committee I.D.# *1436851*



Signature *(Can be any authorized agent)*  
Typed Name Official /Title for the Campaign  
*Madeline Franklin/Deputy Campaign Manager*