

# Broadcast Contract

Sadler Strategic Media  
 Yes on 27  
 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

Start Date 09/05/22	Contract# 394656	Mod# 0
End Date 09/11/22	Date Entered 08/31/22	Date Last Modified 09/01/22
Advertiser Yes on 27		Station Market KATJ-FM
Product SPORTS BETTING		SalesRep/Office Katz Group Sale Katz

Standard Billing Cycle Estimate# 2686

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 09/05/22 FR 09/09/22	06:00A-10:00A	60	X	X	X	X	X	--	--	12	\$125.00
2	MO 09/05/22 FR 09/09/22	10:00A-03:00P	60	X	X	X	X	X	--	--	12	\$130.00
3	MO 09/05/22 FR 09/09/22	03:00P-07:00P	60	X	X	X	X	X	--	--	12	\$130.00
4	MO 09/05/22 SA 09/10/22	06:00A-07:00P	60	--	--	--	--	--	X	--	4	\$115.00
5	MO 09/05/22 SU 09/11/22	06:00A-07:00P	60	--	--	--	--	--	--	X	3	\$115.00

-----Additional Comments-----	<b>Total Spots</b>	<b>Spots Total\$</b>	<b>Agency Commission</b>	<b>Net</b>	<b>Gross</b>
	43	5,425.00	\$813.75	\$ 4,611.25	\$ 5,425.00

Billing Projections: By Month

	Sep 22
CA	5,425.00
ST	5,425.00

El Dorado Broadcasters, LLC and Radio Stations KZXY, KIXA, KIXW, KATJ, KATJHD 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	_____ Name	_____ Title
See reverse for accepted terms and conditions, if any			Page 1

# Broadcast Contract

Sadler Strategic Media  
 Yes on 27  
 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

Start Date 08/29/22	Contract# 394550	Mod# 1
End Date 09/04/22	Date Entered 08/25/22	Date Last Modified 08/26/22
Advertiser Yes on 27		Station Market KATJ-FM
Product SPORTS BETTING		SalesRep/Office Katz Group Sale Katz

Standard Billing Cycle Estimate# 2686

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 08/29/22 FR 09/02/22	06:00A-10:00A	60	2	2	3	2	3	--	--	12	\$125.00
2	MO 08/29/22 FR 09/02/22	10:00A-03:00P	60	3	2	3	2	2	--	--	12	\$130.00
3	MO 08/29/22 FR 09/02/22	03:00P-07:00P	60	2	3	2	3	2	--	--	12	\$130.00
4	SA 09/03/22 SA 09/03/22	06:00A-07:00P	60	--	--	--	--	--	X	--	4	\$115.00
5	SU 09/04/22 SU 09/04/22	06:00A-07:00P	60	--	--	--	--	--	--	X	3	\$115.00

-----Additional Comments-----	<b>Total Spots</b> 43	<b>Spots Total\$</b> 5,425.00	<b>Agency Commission</b> \$813.75	<b>Net</b> \$ 4,611.25	<b>Gross</b> \$ 5,425.00
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Billing Projections: By Month

	Aug 22	Sep 22
CA	2,825.00	2,600.00
ST		5,425.00

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Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name	Title	Name	Title
See reverse for accepted terms and conditions, if any			Page 1

**REVISED**

**Aug 31, 22**  
 CONT# 36107797 Mod# 1 Ver# 3 (Last = Orig CF )  
 REP CHRISTAL RADIO  
 TO **KATJ-FM** (Victor Valley, CA)  
 FM STEVE SARANTOS  
 OFF LOS ANGELES  
 AGY SADLER STRATEGIC MEDIA  
 ADDR 12103 VIEWCREST RD  
       STUDIO CITY, CA 91604  
  
 BYR ROSA LOZANO  
 ADV YES ON 27  
 PDT SPORTS BETTING  
 FLT Aug 29, 22 - Nov 13, 22

DDS CONT# 0  
 C/P/E: / / 2686  
  
 SALESPERSON FAX#  
  
 PH #

**\* REP ORDER COMMENT \***

- \*\* 8/31/2022 11:49:00 AM: POPULATIONBUYTYPE: CPP.
- \*\* 8/31/2022 11:49:00 AM: REVISION - DO NOT DOUBLE BOOK
- \*\* 8/31/2022 11:49:00 AM: REVISION ADDING WEEK OF 9/5. DO NOT DOUBLE BOOK AND PLEASE CONFIRM.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
CHG	1.1	MTWTF..	6A - 10A	60	8/29/2022 - 9/9/2022	2W	12	\$125.00	24
CHG	1.2	MTWTF..	10A - 3P	60	8/29/2022 - 9/9/2022	2W	12	\$130.00	24
CHG	1.3	MTWTF..	3P - 7P	60	8/29/2022 - 9/9/2022	2W	12	\$130.00	24
CHG	1.4	.....S.	6A - 7P	60	9/3/2022 - 9/10/2022	2W	4	\$115.00	8
CHG	1.5	.....S	6A - 7P	60	9/4/2022 - 9/11/2022	2W	3	\$115.00	6
					<b>** WEEKLY FLIGHT TOTALS **</b>		43	\$10,850.00	

	Sep 22	Oct 22	Nov 22			
SPOTS	86	0	0			
CASH	10850.00	0.00	0.00			
TRADE	0.00	0.00	0.00			
NSL	0.00	0.00	0.00			
TOTAL	10850.00	0.00	0.00			

	<b>TOTAL</b>					
SPOTS						86
CASH						10,850.00
TRADE						0.00
NSL						0.00
TOTAL						10,850.00

Aug 31, 22  
CONT# 36107797 Mod# 1 Ver# 3 (Last = Orig CF )  
REP CHRISTAL RADIO

DDS CONT# 0  
C/P/E: / / 2686

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**\*\* Competitive Comments \*\***

YES ON 27 ENGLISH RADIO 8.29.22 - 11.08.22

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.

# Sales Order

Station: KATJ-FM Contract#: (none) Agency: Sadler Strategic Media  
 Contract Name: KATJ Yes on 27//2686 Sep W2 Address: 12103 VIEWCREST RD  
 Proposal#: 85C6C29C-3C54-4F6E-885E-688BE5E05927 City: STUDIO CITY State: CA Zip: 91604  
 Start Date: 9/05/22 End Date: 9/11/22 Buyer: \_\_\_\_\_  
 Revenue Type: Political National Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: Yes on 27 Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: ONT1KATZ Comm %: 12  
 Product Name: SPORTS BETTING Makegood Policy: Within Contract Dates  
 Estimate #: 2686  
 Competitive Code: Political/Issue

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	9/05/22	9/09/22		6:00 AM	10:00 AM	60	X	X	X	X	X			12	W	125.00	12	1,500.00		
2	9/05/22	9/09/22		10:00 AM	3:00 PM	60	X	X	X	X	X			12	W	130.00	12	1,560.00		
3	9/05/22	9/09/22		3:00 PM	7:00 PM	60	X	X	X	X	X			12	W	130.00	12	1,560.00		
4	9/05/22	9/10/22		6:00 AM	7:00 PM	60							X	4	W	115.00	4	460.00		
5	9/05/22	9/11/22		6:00 AM	7:00 PM	60							X	3	W	115.00	3	345.00		

Billing Projections: By Month  
 Sep 22  
 CA 5,425.00  
 ST 5,425.00

Print Spot Prices

TOTAL SPOTS ..... 43  
 GROSS TOTAL \$ ..... 5,425.00  
 ADJUSTED SPOTS ..... 43  
 ADJUSTED TOTAL \$ ..... 5,425.00

APPROVE    DECLINE  
        501724cflem, 08/31/22 @1:45PM  
        Sales Manager  
        Business Manager  
        Traffic Manager

# Sales Order

Station: KATJ-FM  
 Contract Name: KATJ Yes on 27//2686 Sep W1-01  
 Contract#: 394550  
 Start Date: 8/29/22 End Date: 9/04/22  
 Revenue Type: Political National Type: Cash  
 Advertiser: Yes on 27  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Product Name: SPORTS BETTING  
 Estimate #: 2686  
 Comp. Code: Issue  
 Sec. Comp.: Political/Fed

Agency: Sadler Strategic Media  
 Address: 12103 VIEWCREST RD  
 City: STUDIO CITY State: CA Zip: 91604  
 Buyer: \_\_\_\_\_  
 Tax Schedule: \_\_\_\_\_ (None)  
 Agency Commission %: 15  
 Billing Cycle: Standard  
 Salesperson: ONT1KATZ Comm %: 12  
 Makegood Policy: Within Contract Dates

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	8/29/22	9/02/22		6:00 AM	10:00 AM	60	2	2	3	2	3			12	D	125.00	12	1,500.00	3
2	8/29/22	9/02/22		10:00 AM	3:00 PM	60	3	2	3	2	2			12	D	130.00	12	1,560.00	3
3	8/29/22	9/02/22		3:00 PM	7:00 PM	60	2	3	2	3	2			12	D	130.00	12	1,560.00	3
4	9/03/22	9/03/22		6:00 AM	7:00 PM	60							X	4	W	115.00	4	460.00	4
5	9/04/22	9/04/22		6:00 AM	7:00 PM	60							X	3	W	115.00	3	345.00	4

Billing Projections: By Month

	Aug 22	Sep 22
CA	2,825.00	2,600.00
ST	0.00	5,425.00

Print Spot Prices  
 Notes to Traffic: FastPay Notification Total Amount  
\$4,611.25  
 Company Sadler Strategic Media, Inc.  
 Vendor KATJ-FM  
Yes on 27 - 8/29/2022 #2686  
08.29.2022  
 Transaction #: R241631347650  
 Auth Code: 454493-HB

TOTAL SPOTS 43  
 GROSS TOTAL \$ 5,425.00  
 ADJUSTED SPOTS 43  
 ADJUSTED TOTAL \$ 5,425.00

APPROVE    DECLINE

                       General Manager  
                        Sales Manager  
                        501724epaga, 08/25/22 @10:35AM  
                        Traffic Manager

**YES ON 27 - CALIFORNIANS FOR SOLUTIONS TO  
HOMELESSNESS AND MENTAL HEALTH SUPPORT**

**LETTER OF AUTHORIZATION**

July 6, 2022

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

Dear Ms. Sadler:

Please accept this letter as authorization to represent Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support. Our official information is as follows:

Name: Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support, a Coalition of Housing and Mental Health Experts, Concerned Taxpayers and Digital Sports Entertainment and Gaming Companies

Address: 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901  
Phone: (415) 389-6800

Name of President: Jeremy Kudon  
Name of Treasurer: Steven S. Lucas  
Committee I.D.#: 1440682  
Federal ID #: 87-2296531

If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):

Name: Jeremy Kudon	Title: President
Name: Steven S. Lucas	Title: CFO
Name: Griffin Finan	Title: Director

Signature   
Steven S. Lucas, CFO/Treasurer

## 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**

<b>Station time requested by:</b> 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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Sheri S Wolf</i>	Signature: <i>Austin J. Hunt</i>
Name: Sheri Sadler Wolf	Name: <i>Austin J. Hunt</i>
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time: <i>8-31-2022</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: *9-6-2022*

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

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.

## 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

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 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.

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.):

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).

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:

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

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

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

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<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Sheri S Wolf</i>	Signature: <i>Austin J. Hunt</i>
Name: Sheri Sadler Wolf	Name: <i>Austin J. Hunt</i>
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time: <i>8-31-2022</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: *9-6-2022*

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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

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:  
California Proposition 27, California Proposition 26,  
California Gambling Policy
- 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: CAS60R9413H

Date Spot Received: 09/06/2022

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: California Proposition 26, California Proposition 27, California Gambling Policy, Homelessness

policy, Sports Betting Policy, Youth Gambling precautions and policy, Tribal Funding

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.

**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:
- California Proposition 27, California Gambling policy
- California Proposition 26
- 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: CAS60R9424H

Date Spot Received: 09/06/2022

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: California Proposition 26, California Proposition 27, California Gambling policy, Homelessness

policy, Sport Betting policy, Youth Gambling precautions

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.

## **Sadler Strategic Media Traffic Instructions**

**Date:** 9/6/2022

**All English Radio Estimates**

**Client:** Yes on 27, CA for Solutions to Homelessness & Mental Health Support

**Flight:** 09/07/22-UFN

**Media:** Radio

**Length:** :60

**ISCI/Title:** CAS60R9413H

Get Real English Radio

**Rotation:** 100%

**Delivery:** Email

<b>Stations:</b>	KALF-FM	KSKS-FM	KHOP-FM	KKUU-FM	KFBG-FM	KKJG-FM
KSAN-FM	KBQB-FM	KSOF-FM	KJSN-FM	KMRJ-FM	KGB-FM	KPRL-AM
KBLA-AM	KCEZ-FM	KWYE-FM	KMRQ-FM	KPLM-FM	KHTS-FM	KPYG-FM
KDAY-FM	KHSL-FM	KBIG-FM	KWNN-FM	KPSI-FM	KSON-FM	KVEC-AM
KJLH-FM	KMXI-FM	KCBS-FM	KDON-FM	KRHQ-FM	KWFN-FM	KWWV-FM
KPWR-FM	KPAY-FM	KFI-AM	KHIP-FM	KATY-FM	KXSN-FM	KXTK-AM
KRRL-FM	KRQR-FM	KIIS-FM	KKHK-FM	KCAL-FM	KYXY-FM	KXTZ-FM
KHYL-FM	KTHU-FM	KKGO-FM	KOCN-FM	KFRG-FM	XHRM-FM	KZOZ-FM
KSFM-FM	KATA-AM	KLAC-AM	KPIG-FM	KGGI-FM	XPRS-AM	KJEE-FM
KBLX-FM	KEKA-FM	KLOS-FM	KTOM-FM	KOLA-FM	KCBS-AM	KRUZ-FM
KMEL-FM	KFMI-FM	KNX-FM	KWAV-FM	KBEB-FM	KIOI-FM	KSBL-FM
KRBQ-FM	KGOE-AM	KOST-FM	KBBY-FM	KCCL-FM	KISQ-FM	KTYD-FM
KBDS-FM	KKHB-FM	KROQ-FM	KCAQ-FM	KFBK-AM	KITS-FM	KBOX-FM
KCWR-FM	KRED-FM	KRTH-FM	KFYV-FM	KHTK-AM	KLLC-FM	KPAT-FM
KDFO-FM	KBHH-FM	KSPN-AM	KHAY-FM	KKDO-FM	KNBR-AM	KSMA-AM
KGFM-FM	KBOS-FM	KTWV-FM	KOCP-FM	KNCI-FM	KOIT-FM	KSNI-FM
KISV-FM	KHGE-FM	KYSR-FM	KVTA-AM	KRXQ-FM	KOSF-FM	KFGY-FM
KKBB-FM	KMGV-FM	KATM-FM	KCLB-FM	KSEG-FM	KSAN-FM	KHTH-FM
KKXX-FM	KMJ-AM	KFIV-AM	KDGL-FM	KYMX-FM	KSFO-AM	KSRO-AM
KLLY-FM	KSEQ-FM	KHKK-FM	KGAY-AM	KZZO-FM	KYLD-FM	KVRV-FM
KUZZ-FM	KZST-FM	KWIN-FM	KXO-FM	KIXA-FM	KIXW-AM	KBLU-AM
KLJZ-FM	KJOY-FM	KXO-AM	KATJ-FM	KIXF-FM	KZXY-FM	KCYK-AM
KQSR-FM	KTTI-FM					

Julie Jones

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## **Sadler Strategic Media Traffic Instructions**

**Date:** 9/6/2022

**All English Radio Estimates**

**Client:** Yes on 27, CA for Solutions to Homelessness & Mental Health Support

**Flight:** 09/07/22-UFN

**Media:** Radio

**Length:** :60

**ISCI/Title:** CAS60R9424H

Get Real English Rev Radio

**Rotation:** 100%

**Delivery:** Email

<b>Stations:</b>	KALF-FM	KSKS-FM	KHOP-FM	KKUU-FM	KFBG-FM	KKJG-FM
KSAN-FM	KBQB-FM	KSOF-FM	KJSN-FM	KMRJ-FM	KGB-FM	KPRL-AM
KBLA-AM	KCEZ-FM	KWYE-FM	KMRQ-FM	KPLM-FM	KHTS-FM	KPYG-FM
KDAY-FM	KHSL-FM	KBIG-FM	KWNN-FM	KPSI-FM	KSON-FM	KVEC-AM
KJLH-FM	KMXI-FM	KCBS-FM	KDON-FM	KRHQ-FM	KWFN-FM	KWWV-FM
KPWR-FM	KPAY-FM	KFI-AM	KHIP-FM	KATY-FM	KXSN-FM	KXTK-AM
KRRL-FM	KRQR-FM	KIIS-FM	KKHK-FM	KCAL-FM	KYXY-FM	KXTZ-FM
KHYL-FM	KTHU-FM	KKGO-FM	KOCN-FM	KFRG-FM	XHRM-FM	KZOZ-FM
KSFM-FM	KATA-AM	KLAC-AM	KPIG-FM	KGGI-FM	XPRS-AM	KJEE-FM
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KDFO-FM	KBHH-FM	KSPN-AM	KHAY-FM	KKDO-FM	KNBR-AM	KSMA-AM
KGFM-FM	KBOS-FM	KTWV-FM	KOCP-FM	KNCI-FM	KOIT-FM	KSNI-FM
KISV-FM	KHGE-FM	KYSR-FM	KVTA-AM	KRXQ-FM	KOSF-FM	KFGY-FM
KKBB-FM	KMGV-FM	KATM-FM	KCLB-FM	KSEG-FM	KSAN-FM	KHTH-FM
KKXX-FM	KMJ-AM	KFIV-AM	KDGL-FM	KYMX-FM	KSFO-AM	KSRO-AM
KLLY-FM	KSEQ-FM	KHKK-FM	KGAY-AM	KZZO-FM	KYLD-FM	KVRV-FM
KUZZ-FM	KZST-FM	KWIN-FM	KXO-FM	KIXA-FM	KIXW-AM	KBLU-AM
KLJZ-FM	KJOY-FM	KXO-AM	KATJ-FM	KIXF-FM	KZXY-FM	KCYK-AM
KQSR-FM	KTTI-FM					

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