

**EFFECTV POLITICAL RECORD OF REQUEST:  
NATIONAL AND LOCAL ISSUE ADS**

Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet, national health care policy, national abortion rights issues, or federal judicial appointments, etc.).

**OR**

Ad relates to state or local issue and does not communicate a political matter of national importance (e.g., issues being decided by the state legislature or city council, state ballot issues, zoning controversies, local school issues.)

**1) Requested by (Agency name, address, phone number and contact):**

- a) **Agency Name:** Greenstripe Media
- b) **Contact Name:** Jeff Aure
- c) **Phone Number:** 949-650-5081
- d) **Address:** 424 Old Newport Blvd Newport Beach, CA 92663

**2) Paid for by (Advertiser/sponsor name, address, phone number & contact):**

- a) **Name:** California Cattle Council
- b) **Contact Name:** NA
- c) **Phone Number:** NA
- d) **Address:** NA
- e) **EIN#, FEC#, W-9 or CP575 (optional):** NA

**3) Date of request:** 5/11/2023

**4) Request received by:** Todd Carrey

**5) Description of the content of the ad (e.g. topics or issues discussed/candidates referenced):** Promoting Cattle Ranchers and their environmental impact

**6) If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:** NA

**7) If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):** NA

**8) If ad refers to any state or local election or candidate list: ALL names(s) of candidate(s) referred to, office being sought and date of election:**

**9) If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise):** Wildfires, Sustainability legislation

**10) List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors:**  
Justin Oldfield

**11) If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry:** Click or tap here to enter text. **YES.**

- a) **Date of follow-up inquiry:** Click or tap here to enter text.
- b) **Name of person contacted for follow-up inquiry:** Click or tap here to enter text.

**12) DMA :** Sacramento,  **Interconnect (Check if Yes)**

**Zones:** Downtown Sac

**13) Distribution Platform(s): Check if applies:**

- Linear TV;**
- VOD;**
- Digital/websites/apps**

**14) Date and information provided, if any:** Click or tap here to enter text.

**15) Disposition:**

- Accepted – see attached contract details**
- Rejected – provide reason:** Click or tap here to enter text.

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16) **Date of ROR completion:** 5/12/2023

17) **Additional information:** Click or tap here to enter text.