

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KBOS - FM / Fresno	<b>Date:</b> 2-13-2020
--	---------------------------

I, Dee Barnes on behalf of Rising Together No on Dyer for Mayor  
do hereby request station time concerning the following issue: 2020

Dedicated community advocates who want to make sure  
Dyer is not our next Mayor and supporting Andrew Janz  
for Mayor

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

This broadcast time will be used by: Rising Together No on Dyer for Mayor  
2020

**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):

[Empty box for candidate and issue information]

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

[Empty box for sponsor 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):

[Empty box for listing executive officers or board members]

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):

Rising Together No. on Dyer for Mayor 2020  
3730 Kenmore Drive North, Fresno CA 93703-2524

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):

Dee Barnes, Principal Officer  
Cary Davidson, Reed + Davidson, Treasurer

**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)**

2-12-2020  
Date

*Devonnie Etcheverry*  
Signature

559-82  
Contact Phone N

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

*Devonnie Etcheverry*  
Signature

Devonnie Etcheverry  
Printed Name

AE  
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
<i>See attached</i>					

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

### 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.

B95

# PROPOSAL



ETCHEVERRY, DEVONNE

Prepared for:

**Rising Together No On Dyer For**

Date: 02/12/2020 02:01  
 Advertiser: Rising Together No On Dyer For  
 Spots: 92  
 Total Gross: \$12,516.00  
 Cost:  
 Rates guaranteed until 02/29/2020

## Summary

<b>Advertiser</b>	Rising Together No On Dyer For
<b>Customer ID</b>	00344867
<b>Title</b>	KBOS/PRIMARY 3.3.2020
<b>Proposal Number</b>	6572833
<b>Billing Options</b>	Broadcast
<b>Market - Survey(s)</b>	Fresno - Oc 'c19
<b>Demographics</b>	Men 18-34
<b>Qualitative</b>	(Ethnicity: Hispanic/All)

## Spot Schedule

### KBOS-FM

2 Weeks: 2/17-2/24

Daypart/Program	Len	Spots	Rate	Gross	AQH	Net Reach	Freq	% Mkt
Mon-Fri 6am-9am	30	15	\$162.00	\$4,860.00	2,800	16,900	5.0	21.3
Mon-Fri 3pm-6pm	30	15	\$162.00	\$4,860.00	1,900	16,100	3.5	20.3
Sat 10am-2pm	30	4	\$48.00	\$384.00	2,000	5,700	2.8	7.2
Sun 12pm-6pm	30	6	\$39.00	\$468.00	2,800	9,100	3.7	11.5
<b>Weekly Total</b>		<b>40</b>		<b>\$5,286.00</b>	<b>2,400</b>	<b>19,100</b>	<b>5.0</b>	<b>24.1</b>
<b>Flight Total</b>		<b>80</b>		<b>\$10,572.00</b>	<b>2,400</b>	<b>25,600</b>	<b>7.4</b>	<b>32.2</b>

1 Week: 3/2

Daypart/Program	Len	Spots	Rate	Gross	AQH	Net Reach	Freq	% Mkt
Mon-Tue 6am-9am	30	6	\$162.00	\$972.00	2,600	6,900	2.2	8.7
Mon-Tue 3pm-6pm	30	6	\$162.00	\$972.00	1,900	5,000	2.3	6.2
<b>Weekly Total</b>		<b>12</b>		<b>\$1,944.00</b>	<b>2,300</b>	<b>9,300</b>	<b>2.9</b>	<b>11.7</b>
<b>Flight Total</b>		<b>12</b>		<b>\$1,944.00</b>	<b>2,300</b>	<b>9,300</b>	<b>2.9</b>	<b>11.7</b>

## Proposal Totals

	Spots	Gross	AQH	Net Reach	Freq	% Mkt
<b>KBOS-FM</b>	<b>92</b>	<b>\$12,516.00</b>	<b>2,400</b>	<b>26,000</b>	<b>8.4</b>	<b>32.7</b>
<b>Total</b>	<b>92</b>	<b>\$12,516.00</b>	<b>2,400</b>	<b>26,000</b>	<b>8.4</b>	<b>32.7</b>

*Accepted*  
*Du Barnes*  
 2/13/2020  
 2/13/2020

\*CPP and CPM values are calculated as gross amounts. The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012 Scarborough. All Rights Reserved.



