

# Broadcast Contract

SADLER STRATEGIC MEDIA  
 Stop Recall of Governor Newsom  
 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

Start Date 08/23/21	Contract# 389650	Mod# 0
End Date 09/12/21	Date Entered 08/17/21	Date Last Modified 08/17/21
Advertiser Stop Recall of Gover		Station Market KIXA-FM
Product Recall 2021		SalesRep/Office Katz Group Sale Katz

Standard Billing Cycle Estimate# 2518

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 08/23/21 FR 09/10/21	06:00A-10:00A	60	2	2	2	1	1	--	--	8	\$70.00
2	MO 08/23/21 FR 09/10/21	10:00A-03:00P	60	2	2	2	1	1	--	--	8	\$70.00
3	MO 08/23/21 FR 09/10/21	03:00P-07:00P	60	2	2	2	1	1	--	--	8	\$70.00
4	SA 08/28/21 SA 09/11/21	10:00A-07:00P	60	--	--	--	--	--	2	--	2	\$70.00
5	SU 08/29/21 SU 09/12/21	10:00A-07:00P	60	--	--	--	--	--	--	2	2	\$70.00

-----Additional Comments-----	<b>Total Spots</b>	<b>Spots Total\$</b>	<b>Agency Commission</b>	<b>Net</b>	<b>Gross</b>
	84	5,880.00	\$882.00	\$ 4,998.00	\$ 5,880.00

Billing Projections: By Month

	Aug 21	Sep 21
CA	2,800.00	3,080.00
ST	1,960.00	3,920.00

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 \_\_\_\_\_  
 See reverse for accepted terms and conditions, if any

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Page 2

## 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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Sheri Sadler</i>	Signature: 
Name: Sheri Sadler	Name: <i>Cynthia Fleming</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>8/</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: *8/31/2021*

**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:

*Copy Change.*

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	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.

**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*

**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:

CA Recall - Covid-19 Vaccinations  
\_\_\_\_\_

➤ Answer **Questions 1 and 5 in Section B** below.

**B. COLLECT INFORMATION**

1. Full Name of Ad Sponsor (e.g., Candidate Committee or PAC): Stop the Republican Recall of Governor

Name of Ad or ISCI Code: Deadline - STR 60R 6249H

Date Spot Received: 8/31/2021

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: \_\_\_\_\_  
\_\_\_\_\_

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:** 8/31/2021

**Est. 2518**

**Client:** Stop GOP Newsom Recall

**Flight:** 09/1/21-UFN

**Media:** Radio

**Length:** :60

**ISCI/Title:** STR 60R 6249H

DEADLINE General Radio

**Rotation:** 100%

**Delivery:** Email

<b>Stations:</b>	KGFM-FM	KSOF-FM	KHIP-FM	KRXQ-FM	KNBR-AM
	KISV-FM	KWYE-FM	KPIG-FM	KSEG-FM	KOIT-FM
	KKBB-FM	AUDC-FM	KTOM-FM	KYMX-FM	KUIC-FM
	KRAB-FM	KBIG-FM	KWAV-FM	KYRV-FM	KBAY-FM
	KALF-FM	KCBS-FM	KCAQ-FM	KGB-FM	KEZR-FM
	KHSL-FM	KIIS-FM	KHAY-FM	KHTS-FM	KJEE-FM
	KMXI-FM	KKGO-FM	KOCP-FM	KIOZ-FM	KRUZ-FM
	KPAY-FM	KLAC-AM	KDES-FM	KMYI-FM	KSBL-FM
	KTHU-FM	KLOS-FM	KDGL-FM	KOGO-AM	KTMS-AM
	KZAP-FM	KNOU-FM	KMRJ-FM	KXSN-FM	KTYD-FM
	KEKA-FM	KNX-AM	KNWZ-AM	KYXY-FM	KATJ-FM
	KFMI-FM	KOST-FM	KPSI-FM	XHRM-FM	KIXA-FM
	KKHB-FM	KROQ-FM	KATY-FM	KCBS-AM	KZXY-FM
	KRED-FM	KRTH-FM	KCAL-FM	KISQ-FM	KCYK-AM
	KBOS-FM	KSPN-AM	KFRG-FM	KKDV-FM	KLJZ-FM
	KMGV-FM	KYSR-FM	KGGI-FM	KKIQ-FM	KQSR-FM
	KSEQ-FM	SLOS-FM	KOLA-FM	KLLC-FM	KTTI-FM
	KSKS-FM	KDON-FM	KNCI-FM	KMVQ-FM	

Agency Contact Info:

Julie Jones

[julie@sadlerstrategic.com](mailto:julie@sadlerstrategic.com)

818-506-5443 - Office

818-439-7413 - Cell

## Pagano, Erica

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**From:** SARANTOS, STEVEN <STEVEN.SARANTOS@Katzmedia.com>  
**Sent:** Tuesday, August 31, 2021 3:03 PM  
**To:** El Dorado Sales  
**Subject:** RE: [EXTERNAL] RE: Updated Traffic Instructions for Stop GOP Recall

Ok if no way to switch out for 9/1.

**Steve Sarantos**  
Sr. VP & Director of Sales  
5700 Wilshire Blvd Ste 200 | Los Angeles, CA 90036  
[Steven.Sarantos@KatzMedia.com](mailto:Steven.Sarantos@KatzMedia.com)  
o 323.966.5078 | m 917.572.4658 | in [Steve Sarantos](#)



Local Impact.  
National Influence.



Diversity  
Equity and  
Inclusion

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**From:** El Dorado Sales <sales@edbroadcasters.com>  
**Sent:** Tuesday, August 31, 2021 2:48 PM  
**To:** SARANTOS, STEVEN <STEVEN.SARANTOS@Katzmedia.com>  
**Subject:** [EXTERNAL] RE: Updated Traffic Instructions for Stop GOP Recall

Steve,

For my Yuma and Victorville stations the logs for 9/1 are already done. Can this start 9/2 without issue?

Thank You,  
*Erica*

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**From:** SARANTOS, STEVEN <STEVEN.SARANTOS@Katzmedia.com>  
**Sent:** Tuesday, August 31, 2021 1:46 PM  
**To:** [kjee929@aol.com](mailto:kjee929@aol.com); Alexis Medina <[amedina@bonneville.com](mailto:amedina@bonneville.com)>; Katy Brown Jones <[kbrownjones@bonneville.com](mailto:kbrownjones@bonneville.com)>; Kristen.Ramos <[Kristen.Ramos@cumulus.com](mailto:Kristen.Ramos@cumulus.com)>; Szymanski, Maya <[MSzymanski@cmls-national.com](mailto:MSzymanski@cmls-national.com)>; Cary Twight <[cary.twight@smgnational.com](mailto:cary.twight@smgnational.com)>; John Packer <[john.packer@smgnational.com](mailto:john.packer@smgnational.com)>; Katie Barton <[kbarton@americangeneralmedia.com](mailto:kbarton@americangeneralmedia.com)>; Nancy Ballinger <[nballinger@americangeneralmedia.com](mailto:nballinger@americangeneralmedia.com)>; Amanda Azares <[Amanda.Azares@cumulus.com](mailto:Amanda.Azares@cumulus.com)>; Janette Storer <[janette.storer@smgnational.com](mailto:janette.storer@smgnational.com)>; Nola, David <[david.nola@alphamediausa.com](mailto:david.nola@alphamediausa.com)>; El Dorado Sales <[sales@edbroadcasters.com](mailto:sales@edbroadcasters.com)>; Peterson, Michelle <[michellepeterson@edbroadcasters.com](mailto:michellepeterson@edbroadcasters.com)>; Kim Martinez <[kmartinez@hot1039.com](mailto:kmartinez@hot1039.com)>  
**Cc:** SARANTOS, STEVEN <STEVEN.SARANTOS@Katzmedia.com>  
**Subject:** Updated Traffic Instructions for Stop GOP Recall

Hi all-

New/updated traffic and copy for Stop the GOP Recall est2518 to start using 9/1 TFN. Please reply back to me ONLY(not to all) that you have received and are implementing. Station list below.

Thx-

<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KJEE-FM*</u> SANTA BARBAR...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KNCI-FM*</u> SACRAMENTO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KYMX-FM*</u> SACRAMENTO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KNBR-AM*</u> SAN FRANCISC...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KHIP-FM*</u> MONTEREY/SAL...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KPIG-FM*</u> MONTEREY/SAL...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KWAV-FM*</u> MONTEREY/SAL...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KGFM-FM*</u> BAKERSFIELD CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KISV-FM*</u> BAKERSFIELD CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KMGV-FM*</u> FRESNO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KMJ-AM*</u> FRESNO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KSKS-FM*</u> FRESNO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KWYE-FM*</u> FRESNO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KALF-FM*</u> CHICO CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KDES-FM*</u> PALM SPRINGS ...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KDGL-FM*</u> PALM SPRINGS ...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KNWZ-AM*</u> PALM SPRINGS ...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KPSI-FM*</u> PALM SPRINGS ...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KQSR-FM*</u> YUMA AZ	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KTTI-FM*</u> YUMA AZ	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KATY-FM*</u> RIVRSIDE/SAN B...	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KATJ-FM*</u> VICTORVILLE CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KIXA-FM*</u> VICTORVILLE CA	2518	Sadler Strategic Media Rosa Lozano
<input type="checkbox"/>	<b>N</b>	Stop the Republican Rec... Recall 2021	<u>KZXY-FM*</u> VICTORVILLE CA	2518	Sadler Strategic Media Rosa Lozano

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**Steve Sarantos**

Sr. Vice President and Director of Sales

Christal Radio | Katz Radio Group

5700 Wilshire Blvd | Suite 200 | Los Angeles, CA 90036

(O) 323.966.5078 | (M) 917.572.4658 | (F) 917.206.9665

Steven.Sarantos@katzmedia.com



Local Impact.  
National Influence.

**From:** Julie Jones <[julie@sadlerstrategic.com](mailto:julie@sadlerstrategic.com)>  
**Sent:** Tuesday, August 31, 2021 1:32 PM  
**To:** [nnisi@mountwilsoninc.com](mailto:nnisi@mountwilsoninc.com); Murray, Tracy (ESPN Radio) <[Tracy.Murray@espn.com](mailto:Tracy.Murray@espn.com)>; [joe.scholtes@alphamediausa.com](mailto:joe.scholtes@alphamediausa.com); Gradante, Tammy <[Tammy.Gradante@Katzmedia.com](mailto:Tammy.Gradante@Katzmedia.com)>; Todd Murray <[Todd.Murray@audacy.com](mailto:Todd.Murray@audacy.com)>; Preston Williams <[pgwilliams@power106.com](mailto:pgwilliams@power106.com)>; SARANTOS, STEVEN <[STEVEN.SARANTOS@Katzmedia.com](mailto:STEVEN.SARANTOS@Katzmedia.com)>; Wilberding, Lesly <[Lesly.Wilberding@Katzmedia.com](mailto:Lesly.Wilberding@Katzmedia.com)>; Smith, Lee <[LeeSmith@iheartmedia.com](mailto:LeeSmith@iheartmedia.com)>; Scott Brody <[scott.brody@genmediapartners.com](mailto:scott.brody@genmediapartners.com)>; Noviello, David <[David.Noviello@Katzmedia.com](mailto:David.Noviello@Katzmedia.com)>; Lee, Roy <[RoyLee@iheartmedia.com](mailto:RoyLee@iheartmedia.com)>; Madelyne and Kim <[MadelyneandKim@iHeartMedia.com](mailto:MadelyneandKim@iHeartMedia.com)>; Kelly, Michelle (LA) <[MichelleKelly@iheartmedia.com](mailto:MichelleKelly@iheartmedia.com)>; Gomez, Joanna <[Joanna.Gomez@Katzmedia.com](mailto:Joanna.Gomez@Katzmedia.com)>  
**Subject:** [EXTERNAL] Updated Traffic Instructions for Stop GOP Recall

Hi,

Attached are traffic instructions for Stop GOP Newsom Recall (est. 2518)

Spot is included in this email.

Please confirm receipt of this email and when the spot will be changed.

Let me know if you have any questions.

Thank you

**Working from home until further notice**  
**Please reach me at (818) 439-7413**

Julie Jones  
Media/Traffic Coordinator  
Sadler Strategic Media, Inc.  
12103 Viewcrest Road  
Studio City, CA 91604  
(818) 506-5443 ext. 2424~ Office  
(818) 439-7413 Cell Phone  
[julie@sadlerstrategic.com](mailto:julie@sadlerstrategic.com)

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