

# ORDER



**Orders**  
**Order / Rev:** 556979C  
**Alt Order #:**  
**Product Desc:** COD Local Candidate  
**Estimate:**  
**Flight Dates:** 10/30/20 - 11/03/20  
**Original Date / Rev:** 10/29/20 / 10/29/20  
**Order Type:** GENERAL

**KLOB-FM**  
**Primary AE:** Josefina Huerta  
**Sales Office:** L-PS  
**Sales Region:** LOCAL

**Agency**  
**Name:** Mary Jane Sanchez Fulton  
**Buying Contact:**  
**Billing Contact:**  
 1235 Hidalgo  
 Desert Hot Springs, CA 92240

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** Mary Jane Sanchez Fulton  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** GEN  
**Revenue Code 3:** GEN

**New Business Thru:** 10/24/21  
**Advertiser External ID:** 0012R00002BjnMI  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/26/20   | 11/03/20 | 22      | \$400.00     | \$400.00   |

**Totals**

| Month         | # Spots   | Gross Amount    | Net Amount      | Rating      |
|---------------|-----------|-----------------|-----------------|-------------|
| November 2020 | 22        | \$400.00        | \$400.00        | 0.00        |
| <b>Totals</b> | <b>22</b> | <b>\$400.00</b> | <b>\$400.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Josefina Huerta   | L-PS         | LOCAL        | Start Of Order - End Of Order | 100%    |

| Ln    | Start | End               | Inventory Code          | Break               | Start/End Time    | Days        | Len           | Spots | Rate | Pri     | Rtg  | Type | Spots         | Amount    |                 |
|-------|-------|-------------------|-------------------------|---------------------|-------------------|-------------|---------------|-------|------|---------|------|------|---------------|-----------|-----------------|
| N 1   | KLOB  | 10/30/20          | 11/03/20                | M-F 3p-7p           | CM                | 3p-7p       | MT-----       | :30   | 0    | \$20.00 | P-04 | 0.00 | NM            | 14        | \$280.00        |
|       |       |                   | ARMIDA y LA FLAKA       |                     |                   |             |               |       |      |         |      |      |               |           |                 |
| N 2   | KLOB  | 11/01/20          | 11/01/20                | NFL - NETWORK GAME  | CM                | Various     | -----S        | :30   | 2    | \$15.00 | P-04 | 0.00 | NM            | 2         | \$30.00         |
|       |       |                   | NFL - NETWORK GAME      |                     |                   |             |               |       |      |         |      |      |               |           |                 |
|       |       | <u>Start Date</u> | <u>End Date</u>         | <u>Weekdays</u>     | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |       |      |         |      |      |               |           |                 |
| Week: |       | 10/26/20          | 11/01/20                | -----S              | 2                 | \$15.00     | 0.00          |       |      |         |      |      |               |           |                 |
| N 3   | KLOB  | 11/02/20          | 11/02/20                | NFL- MONDAY NETWORK | CM                | Various     | M-----        | :30   | 4    | \$15.00 | P-04 | 0.00 | NM            | 4         | \$60.00         |
|       |       |                   | NFL- MONDAY NETWORK GA  |                     |                   |             |               |       |      |         |      |      |               |           |                 |
|       |       | <u>Start Date</u> | <u>End Date</u>         | <u>Weekdays</u>     | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |       |      |         |      |      |               |           |                 |
| Week: |       | 11/02/20          | 11/08/20                | M-----              | 4                 | \$15.00     | 0.00          |       |      |         |      |      |               |           |                 |
| N 4   | KLOB  | 10/31/20          | 10/31/20                | Sa 6a-10a           | CM                | 6a-10a      | -----S-       | :30   | 2    | \$15.00 | P-04 | 0.00 | NM            | 2         | \$30.00         |
|       |       |                   | SAT-El Genio Lucas Show |                     |                   |             |               |       |      |         |      |      |               |           |                 |
|       |       | <u>Start Date</u> | <u>End Date</u>         | <u>Weekdays</u>     | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |       |      |         |      |      |               |           |                 |
| Week: |       | 10/26/20          | 11/01/20                | -----S-             | 2                 | \$15.00     | 0.00          |       |      |         |      |      |               |           |                 |
|       |       |                   |                         |                     |                   |             |               |       |      |         |      |      | <b>Totals</b> | <b>22</b> | <b>\$400.00</b> |

### CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

I, MaryJane Sanchez, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

#### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

MaryJane Sanchez

Authorized committee:

MaryJane Sanchez for Trustee College of the Desert 2020  
FPPC # 10 # 1431280

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Governing Board, Desert Community College District 2

Date of election:

November 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

MaryJane Sanchez

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

| Candidate/Committee/Agency                           | Station Representative                                    |
|--|---|
| Signature:<br><u>MaryJane Sanchez</u>                | Signature:<br><u>Leonidas Vasquez</u>                     |
| Name: <u>MARY Jane Sanchez</u>                       | Name: <u>Leonidas Vasquez</u>                             |
| Date of Request to Purchase Ad Time: <u>10/29/20</u> | Date of Station Agreement to Sell Time: <u>10/30/2020</u> |

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

*Mary Jane Sanchez*

Name:

*Mary Jane Sanchez*

Date:

*10/29/20*

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

Yes

No

Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):

Yes

No

N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

Rejected - provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

*See attachment*

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

### Entravision Political Public File Legally Qualified Candidate Advertisement

What is the name of the legally-qualified candidate?  
 Mary Jane Sanchez

What office is the candidate running for?  
 DESERT COMMUNITY COLLEGE DISTRICT, Area A

What is the date of the election?  
 November 3, 2020

The election is a:  
 primary  
 general election  
 special election  
 run-off election

What is the name, address, and phone number of the contact person for the candidate and/or the candidate's authorized committee:  
 Name: Mary Jane Sanchez  
 Agency: Committee: Mary Jane Sanchez for Trustee  
 College of the Desert 2020  
 Address: 12635 HIDALGO  
 Phone number: 760-619-7671  
 FPC ID #: 1431280

What is the name of the Treasurer of the candidate's authorized committee?  
 Name: Mary Jane Sanchez  
 Phone number: 760 619-7671

Did the candidate or authorized committee submit a copy of NAB PB-18 with the ad?  
 Yes

If this a federal candidate, did the candidate certify on PB-18 that he or she would not refer to an opposing candidate unless her or she complied with the "enhanced disclosure" requirements (see candidate section of form, at page 3)?  
 N/A

January '20

**Disposition of Request:**

- granted  
 denied \_\_\_\_\_ (reason)  
 withdrawn \_\_\_\_\_ (reason)  
 other \_\_\_\_\_ (describe)

**Name of Entravision Employee Completing Form:**

Leonides Vasquez

\*Entravision must post a complete Form PB-18, or a form with equivalent information, in connection with any candidate ad buy. Entravision also must post the final order or invoice demonstrating when the ads actually aired.

----- Forwarded message -----

From: **Mary Jane Sanchez-Fulton** <mjsanchezfulton@gmail.com>

Date: Thu, Oct 29, 2020 at 6:11 PM

Subject: Re: Please see attached Proposed Media Campaigns

To: Josie Huerta <jhuerta@entravision.com>

Hi Josie

I really want to thank you Again and appreciate the time and consideration you took with me. Wow!!! Quick turn around commendable

These ads are Approved.

In Much Gratitude

Mary Jane

On Thu, Oct 29, 2020 at 6:07 PM Josie Huerta <jhuerta@entravision.com> wrote:

It was great to meet you today Mary Jane, I appreciate your time and quick turnaround from all the paperwork required. Please find attached your proposed media campaign for your review and approval.

For your convenience please read below and reply "APPROVED" and I can get it processed on my end.

**Air Dates: 10/30-11/03**

**RADIO:**

KLOB La Suavecita 94.7: **22X** (:30sec Spots) @ \$400

KPST La TriColor 103.5: **26X** (:30sec Spots) @ \$510

KLOB/KPST APP: 94.7/103.5: **30X** (:30sec Spots) @ \$90

Radio Combined Campaign Total: \$1000

**TV:**

UNIVISION: 11X (:30sec Spots) @ \$900

UNIMAS: 4X (:30sec Spots) @ 100

TV Combined Campaign Total: \$1000

Please reply "APPROVED" and I can proceed with your campaign. Thank you.



**Josie Huerta**  
Integr Mkg Solu Consult

72920 Park View Drive  
Palm Desert, CA 92260  
O (760) 610-6057 M (760)569-8515  
jhuerta@entravision.com



Entravision (NYSE:EVC) is a leading media company that reaches and engages U.S. Latinos across acculturation levels and media channels, as well as consumers in Mexico. The company's comprehensive portfolio incorporates integrated media and marketing

solutions comprised of acclaimed television, radio, digital properties, events, and data analytics services. Established in 1996, Entravision has corporate headquarters in Santa Monica, CA. [www.entravision.com](http://www.entravision.com)

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Professor Mary Jane Sanchez-Fulton M.A.  
Vice-Chairman -Board of Trustees  
Ph 760.619.7671  
[E-Mail:msanchez@collegeofthedesert.edu](mailto:msanchez@collegeofthedesert.edu)  
43-500 Monterey Avenue|Palm Desert CA

Elected to District 2 Representing the cities of Desert Hot Springs, N. Indio,N. Palm Desert, Sun City , N. Palm Springs, communities of Sky Valley, Thousand Palms, Desert Center, Painted Hills, and Chiraco Summit

Elected Governing Board -CA League of Community Colleges.  
Serving 115 Community Colleges of California

Board Director  
College of the Desert Financing Corporation