

ORDER



Orders
Order / Rev: 554873B
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/19/20 - 11/08/20
Original Date / Rev: 10/16/20 / 10/16/20
Order Type: GENERAL

KDLD-FM
Los Angeles House
L-LA
LOCAL

Agency Name: Potomac Waves
Buying Contact:
Billing Contact:
 3000 K Street NW Suite 320
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Yes on Measure J
Demographic: HH
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL

New Business Thru: 10/11/21
Advertiser External ID: 0012R00002BivoU
Agency External ID: 0012R00002Bi2pb
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	9	\$2,669.00	\$2,268.65
10/26/20	11/06/20	15	\$4,666.00	\$3,966.10

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	9	\$2,669.00	\$2,268.65	0.00
November 2020	15	\$4,666.00	\$3,966.10	0.00
Totals	24	\$7,335.00	\$6,234.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Los Angeles House	L-LA	LOCAL	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KDLD	10/19/20	11/08/20	M-F 6a-10a M-F 6a-10a	CM	M-F 6a-10a	MTWTF--	1:00	1	\$335.00	P-01	0.00	NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	MTWTF--		1				\$335.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$335.00		0.00			
		Week: 11/02/20	11/08/20	MTWTF--		2				\$335.00		0.00			
N 2	KDLD	10/19/20	11/08/20	M-F 10a-3p M-F 10a-3p	CM	M-F 10a-3p	MTWTF--	1:00	1	\$400.00	P-01	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	MTWTF--		1				\$400.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$400.00		0.00			
		Week: 11/02/20	11/08/20	MTWTF--		3				\$400.00		0.00			
N 3	KDLD	10/19/20	11/08/20	M-F 3p-7p M-F 3p-7p	CM	M-F 3p-7p	MTWTF--	1:00	2	\$425.00	P-01	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	MTWTF--		2				\$425.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		2				\$425.00		0.00			
		Week: 11/02/20	11/08/20	-----		0				\$0.00		0.00			
N 4	KDLD	10/19/20	11/08/20	Sa 10a-3p Sa 10a-3p	CM	Sa 10a-3p	-----S-	1:00	1	\$230.00	P-01	0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----S-		1				\$230.00		0.00			

Order / Rev: 554873B
 Alt Order #:
 Flight Dates: 10/19/20 - 11/08/20

Advertiser: Yes on Measure J
 Product Desc: KDLDFM
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KDLD	10/19/20	11/08/20	Sa 3p-7p Sa 3p-7p	CM	Sa 3p-7p	-----S-	1:00	1	\$230.00	P-01	0.00	NM	2	\$460.00
		<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-					1	\$230.00		0.00			
		Week: 11/02/20	11/08/20	-----					0	\$0.00		0.00			
N 6	KDLD	10/19/20	11/08/20	Su 10a-3p Su 10a-3p	CM	Su 10a-3p	-----S	1:00	1	\$127.00	P-01	0.00	NM	3	\$381.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----S					1	\$127.00		0.00			
		Week: 10/26/20	11/01/20	-----S					2	\$127.00		0.00			
		Week: 11/02/20	11/08/20	-----					0	\$0.00		0.00			
N 7	KDLD	10/19/20	11/08/20	Su 3p-7p Su 3p-7p	CM	Su 3p-7p	-----S	1:00	1	\$127.00	P-01	0.00	NM	2	\$254.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----S					1	\$127.00		0.00			
		Week: 10/26/20	11/01/20	-----S					1	\$127.00		0.00			
		Week: 11/02/20	11/08/20	-----					0	\$0.00		0.00			
N 8	KDLD	10/19/20	11/08/20	Sa-Su 6a-7p Sa-Su 6a-7p	CM	Sa-Su 6a-7p	-----1	3:00	1	\$370.00	P-01	0.00	NM	2	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----1					1	\$370.00		0.00			
		Week: 10/26/20	11/01/20	-----1					1	\$370.00		0.00			
		Week: 11/02/20	11/08/20	-----					0	\$0.00		0.00			
Totals													24	\$7,335.00	

15-Minute Town-Hall

Measure J

15-Minute Town Hall -

Host: Piolin

10/19 and 10/26

Los Angeles

	Talent Fee	Production Costs	Rate per Show	Total for 4 Shows Per Week	Total Costs (Gross)
	\$7,060	\$3,000			
			\$ 5,400.00	\$ 21,600.00	
Total Town Hall Costs:	\$7,060	\$3,000	\$	\$ 43,200.00	\$53,260
Total Media Costs:					\$21,740
GRAND TOTAL:					\$75,000

D

*Piolin will record 1x show to run in all markets a total of 6x times (3x per week)
 *All townhalls on Suavecita and Jose-FM (in LA)

- A - 14,405.00
 - B - 7,335.00
 - C - 43,200.00
 - D - 7,000.00
-
- 72,000.00

3,000.00 - digital pending

4th Qtr 2020 California Props - SD

4th Qtr 2020 Prop 21

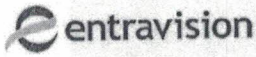
To: Courtini Pugh
 Agency: Hilltop
 Advertiser: Prop 21
 Product: POLITICAL

Plan Dates: 10/19/2020 - 11/3/2020
 Headline #: 81193

Salesperson: Marta Salazar
 Station: KLYY-FM/KDLD-FM
 Phone #: 203-561-2402
 Email: msalazar@entravision.com
 Demo: DMA P35+ D.RTG

Station	Time	Days	Program Name	:60 Rate	OC	OC	OC	OC	Nov	#	Total	P35+ RTG	P35+ CPP
MON-FRI	6:00a-10:00a	Mo-Fr	MORNING DRIVE	\$900.00	0	1	2	2	2	5	\$4,500.00	0.4	\$2,250.00
KLYY-FM	10:00a-3:00p	Mo-Fr	MIDDAY	\$700.00	0	1	1	3	5	5	\$3,500.00	0.5	\$1,400.00
KLYY-FM	3:00p-7:00p	Mo-Fr	AFTERNOON DRIVE	\$900.00	0	1	2	0	3	3	\$2,700.00	0.6	\$1,500.00
SATURDAY	6:00a-10:00a	Sat	MORNING DRIVE	\$225.00	0	1	2	0	3	3	\$675.00	0.3	\$750.00
KLYY-FM	10:00a-3:00p	Sat	MIDDAY	\$225.00	0	1	1	0	2	2	\$450.00	0.4	\$562.50
KLYY-FM	3:00p-7:00p	Sat	AFTERNOON DRIVE	\$225.00	0	2	2	0	4	4	\$900.00	0.4	\$562.50
SUNDAY	10:00a-3:00p	Sun	MIDDAY	\$170.00	0	1	1	0	2	2	\$340.00	0.1	\$1,700.00
KLYY-FM	3:00p-7:00p	Sun	AFTERNOON DRIVE	\$170.00	0	1	1	0	2	2	\$340.00	0.2	\$850.00
KLYY-FM	6:00a-7:00p	Sun	3-MINUTE CAPSULE	\$500.00	0	1	1	0	2	2	\$1,000.00	0.2	\$2,500.00
MON-FRI	6:00a-10:00a	Mo-Fr	MORNING DRIVE	\$335.00	0	1	1	2	4	4	\$1,340.00	0.1	\$3,350.00
KDLD-FM	10:00a-3:00p	Mo-Fr	MIDDAY	\$400.00	0	1	1	3	5	5	\$2,000.00	0.2	\$2,000.00
KDLD-FM	3:00p-7:00p	Mo-Fr	AFTERNOON DRIVE	\$425.00	0	2	2	0	4	4	\$1,700.00	0.2	\$2,125.00
SATURDAY	10:00a-3:00p	Sat	MIDDAY	\$230.00	0	1	1	0	2	2	\$460.00	0.2	\$1,150.00
KDLD-FM	3:00p-7:00p	Sat	AFTERNOON DRIVE	\$230.00	0	1	1	0	2	2	\$460.00	0.1	\$2,300.00
SUNDAY	10:00a-3:00p	Sun	MIDDAY	\$127.00	0	1	2	0	3	3	\$381.00	0.1	\$1,270.00
KDLD-FM	3:00p-7:00p	Sun	AFTERNOON DRIVE	\$127.00	0	1	1	0	2	2	\$254.00	0.1	\$1,270.00
KDLD-FM	6:00a-7:00p	Sun	3-MINUTE CAPSULE	\$370.00	0	1	1	0	2	2	\$740.00	0.1	\$3,700.00
FLIGHT TOTALS					0	19	23	10	52	52	\$21,740.00	14.1	\$1,541.84

A 1-3
 A 4-6
 A 7-9
 B 1-3
 B 4-5
 B 6-8



Lupe Maximo <lmaximo@entravision.com>

Fwd: Measure J

2 messages

Fri, Oct 16, 2020 at 9:26 AM

Crystal Gomez <cgomez@entravision.com>
To: Lupe Maximo <lmaximo@entravision.com>

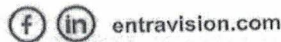
Here you go!



Crystal M. Gomez
VP, Local - Los Angeles
National Sales - West Coast



5700 Wilshire Blvd. Suite 250
Los Angeles, CA 90036
O (323) 900-6313 M (626) 230-6230
cgomez@entravision.com

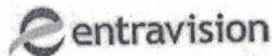


Entravision (NYSE:EVC) is a leading media company that reaches and engages U.S. Latinos across acculturation levels and media channels, as well as consumers in Mexico. The company's comprehensive portfolio incorporates integrated media and marketing solutions comprised of acclaimed television, radio, digital properties, events, and data analytics services. Established in 1996, Entravision has corporate headquarters in Santa Monica, CA. www.entravision.com

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----- Forwarded message -----
From: **Marta Salazar** <msalazar@entravision.com>
Date: Thu, Oct 15, 2020 at 4:25 PM
Subject: Fwd: Measure J
To: Crystal Gomez-EVC <cgomez@entravision.com>

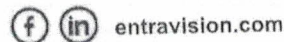
i found this one



Marta Salazar
VP of Political & Government
Advocacy



101 Constitution Ave NW Suite L-100
Washington DC, 20001
O (202) 522-8641
M (203) 561-2402
msalazar@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

10/16/2020

Entravision Communications Corporation Mail - Fwd: Measure J

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

From: **Courtnei Pugh** <cpugh@hilltoppublicsolutions.com>

Date: Mon, Oct 5, 2020 at 8:11 PM

Subject: Measure J

To: Marta Salazar <msalazar@entravision.com>, Andrea Becerra Prado <abecerra@entravision.com>

Cc: Marcelo Gaete <mgaete@entravision.com>

Hi confirming \$75,000 buy for Yes on measured J for el piolin radio
8x 15 minutes town halls
4 times in each 7 day flight
To appear last 2 weeks of election
Plus capsules and media schedules

Attached is approved.

Yay! Thank YOU!!!!



Measure J - 10.12.2020.xlsx
16K

Crystal Gomez <cgomez@entravision.com>
To: Lupe Maximo <lmaximo@entravision.com>

Fri, Oct 16, 2020 at 9:31 AM

Here you go!

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

Attached is approved. Town Hall schedule below.

	KLYY	Measure J
Tuesday	20-Oct	7:15p
Wednesday	21-Oct	8:15p
Saturday	24-Oct	9:00 PM
Sunday	25-Oct	5:30am
Tuesday	27-Oct	7:45 PM
Wednesday	28-Oct	7:00 PM
Thursday	29-Oct	8:30 PM
Monday	2-Nov	7:00 PM

Yay! Thank YOU!!!!



Measure J - 10.12.2020.xlsx
16K



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Scott Mann, 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: Yes on Measure J

Agency name: Hilltop Public Solutions

Address:

Contact: Courtni Pugh	Phone number: 213-453-3455	Email: cpugh@hilltoppublicsolutions.com
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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 Measure J

Address: 1150 S. Olive Street, Suite T500, Los Angeles, CA 90015

Contact: Scott Mann	Phone number: 323-333-4850	Email: scott@bdrk.com
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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.):

Eunisses Hernandez, co-chair
Isaac Bryan, co-chair

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.

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.

Advertiser/Sponsor		Station Representative	
Signature: SCOTT MANN	Digitally signed by SCOTT MANN Date: 2020.10.14 16:14:14 -07'00'	Signature: <i>J Adoremos</i>	
Name: Scott Mann		Name: JENNIFER ADOREMOS	
Date of Request to Purchase Ad Time: 10/1/2020		Date of Station Agreement to Sell Time: SEE ATTACHED	

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

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:

Contract #: 554873B	Station Call Letters: KLYY-FM	Date Received/Requested: 10/16/2020
Est. #:	Station Location: LOS ANGELES	Run Start and End Dates: SEE ATTACHED

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.