

POLITICAL/ISSUE AVAIL REQUEST

DATE: 5/21/2018

REQUESTED BY: Sadler Strategic Media

ADDRESS: 12103 Viewcrest Road Studio City, CA 91604

TELEPHONE# 818-506-5443

FAX# :

ON BEHALF OF CANDIDATE/ISSUE: Mark Leno

OFFICE/ISSUE: Mayor of San Francisco

PARTY AFFILIATION: Democrat

COMMITTEE: Mark Leno for Mayor 2018

TREAS./CHAIRMAN: Mark Leno

ADDRESS: 268 Bush Street, PO Box 4215, San Francisco, CA 94104

TELEPHONE# 510-861-8947

FAX# :

DATES AND TIMES REQUESTED: News, Prime Access, Late News

REMARKS:

LETTER OF AUTHORIZATION

Mark Leno for Mayor 2018
268 Bush Street
San Francisco, CA 94104

Date 2/27/18

Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent "Mark Leno for Mayor 2018".
Our official information is as follows:

Name *Mark Leno for Mayor 2018*
Address *268 Bush St PO Box 4215 San Francisco, CA 94104*
Phone *510-861-8947*
Fax *N/A*
Name of Chairman *Mark Leno*
Name of Treasurer *Mark Leno*
FEDERAL I.D.# *1396338*

Signature



Mark Leno for Mayor 2018

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KGQ-TV / San Francisco

Date:

2/5/18

I, Sheri Sadler

being/on behalf of: _____

a legally qualified candidate of the _____

political party for the office of: _____

in the _____

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>see request email</u>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

All Letter of Authorization

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

Date Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See order</i>					

Attach proposed schedule with charges (if available):

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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.