# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and Location: | Date: |
|---|---|
| | |

I, Sheri Sadler, Sadler STRATEGIC MEDIA, INC.
do hereby request station time concerning the following issue:

| |
|---|
| |

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

This broadcast time will be used by: _____

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**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):

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

See Letter of Authorization

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

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**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):

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):

See Letter of Authorization

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## 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)*

| Date | Signature | Contact Phone Number |
|---|---|---|
| | Sheri Sadler | 818-506-5443 |

### *TO BE SIGNED BY STATION REPRESENTATIVE*

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

| Signature | Printed Name | Title |
|---|---|---|
| | | |

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## 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 |
|---|---|---|---|---|---|
| | | See schedule / orders | | | |

**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 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.**

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# LETTER OF AUTHORIZATION

Yes on Props 1 and 2 Committee
2355 Broadway, Suite 407
Oakland, CA 94612

September 22, 2014

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 Yes on Props 1 and 2, a bipartisan coalition of business, labor, Republicans, Democrats, and Governor Brown. Our official information is as follows:

Name: Yes on Props 1 and 2, a bipartisan coalition of business, labor, Republicans, Democrats, and Governor Brown
Address: 2355 Broadway, Suite 407, Oakland, CA 94612
Phone: (510) 628-0202
Name of Treasurer: Rubeena Singh
FPPC I.D.: 1343257

Signature

Anne Gust Brown

Anne Gust Brown

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