

From: arame@aocpro.com

Sent: January 4, 2022 10:49 AM

To: calhunter@gmail.com; radio180@gmail.com

Subject: Re: KNNN-LP Redding

Good Morning Cal,

Thank you for getting back to me so quickly. Apologies, I am in LA and did not see your email yesterday and asked Jesse to reach out to you directly. I did not know he was operating the station and running the apparel company solo.

With that being said, I would like to clarify where we are at and from what I gathered from your conversation yesterday with Jesse. Jesse is very aware of my utmost respect for you as a broadcasting professional and knows you were the first to train me in broadcasting operations, advertising sales, community outreach and promotions. Which has taken me very far over the last 15 years, and gives me infinite gratitude for you and your lovely wife.

In August my family lost everything in the Dixie Fire when Greenville, CA burned to the ground along with the Native Rancheria that gave medical attention and resources to Greenville and surrounding communities. My family was separated in the evacuation, my one sister, her family and my Mom to Reno and my other sister to Quincy. As soon as I knew the roads were open, I loaded my car with as much survival supplies, food, water, generators, etc and drove from Vegas before fires hit Lake Tahoe. My one sister did not lose her house so got them back into Westwood and then drove to Quincy to get my other sister. I was one of the first to be let into Greenville to see the aftermath. Knowing my family and friends were already devastated by the circumstances, I tried my best to stay positive and provide hope to these communities because I had such a great relationship with the tribal council there and Redding Rancheria was the only one in the area providing any assistance to so many people that were displaced, we had to work together to put together media for awareness and donation, hence how Win River proposal came into play. I have a vast background in working with Casinos in CA and NV, and have helped build and acted as marketing director for 7 major nightclubs in Vegas, and have also organized major celebrity charity events in LA and Vegas. I knew that Win River is pushing for a major expansion of their casino in Redding and the tribal council in Greenville knew they would at least hear me out because of my background. In Jesse and I's partnership with Hella he did his best to be supportive with broadcasting initiatives to raise funds and awareness. He is the operations/programming/engineering side, where I handle administration, Ad purchases, marketing campaigns, promotions. I have been an Ad executive for all the native casinos in the North State and know each one has their pros and cons. Not sure if you have seen the Hope Rises Video yet, but here is an example of PR and PSA's we were pushing for donation support and content is what we create, so why not help people in need and get corporate sponsorship to help underwrite fundraising promotions for all fire victims in the North state.

<https://www.youtube.com/watch?v=MEv-xvZYCEM>

Now here is where you come in.....and I thank you in advance for your patience.

Hella Radio has been building a solid and loyal audience in spite of the challenges of broadcasting online and on 87.7fm.

We have grown a solid reputation in the market among music listeners who are not being served by the mainstream stations. Our partnership with Redding Buzz has been beneficial for both in big ways. Redding Buzz, who is a major online advocate for local businesses and events, is approaching 20K local followers and works closely with Hella Radio to promote local events.

Hella's demographic as shown below is nearly an equal split of male/female with 35-44 being the largest closely followed by the 45-54. We feel this is exactly the audience we are trying to reach.

We have also developed several hosted and sponsored shows and receive over a 2K submission a month from independent artists globally, and help chart them on NACC.

Our audience is chomping at the bit for more. After having to turn off 87.7 our inbox has filled with listeners wanting to know what happened and where they can hear Hella. As a result our streaming numbers continue to grow.

We are confident that getting Hella Radio back on the terrestrial air waves, and on channel 6 will be both a benefit to our listeners while generating advertising revenue on both TV and Radio.

We have worked very hard for the last 5 plus years with Hella and have an audience that is ready to go as soon as we can power back up.

Specialty Shows

New Wave Mixtape

This show features new wave hits and the stories behind them. The show also includes segments like "B-side Babies" a look on the flip-side of the biggest hits.

New Wave Mixtape is a 2 hour weekly show and is sponsored by the Shasa School of Cosmetology.

Midnight Metal

This is a 3 song set of metal music featuring many regional and local artists. This show is sponsored by Demented Designs in Anderson

Unheard-of

This weekly one hour show shines a light on bands who are truly independent. This includes interviews and stories with these artists including local and regional bands. This show also has a live show element and hosts live shows at local venues. This show is sponsored by NorthState Tire and Wheel

Live at The Dip

A weekly airing of a music show recorded at "The Dip" These artists range from national acts to local bands and will be sponsored by "The Dip"

DJ No Parking

A Two hour dance music mix Saturdays at 10pm Sponsored by Shameless O'Leery's

These shows are in addition to daily hosted music shows.

Below are the Transmitter costs Jesse was quoted, I know you have resources as well that may help us get this done cheaper. Hella would then become 6.1, we would offer you 6.2 and do an LMA for the other two to generate income initially. Your programming and add revenue would be yours, Hella would be ours, and then come to a profit sharing agreement for the other two LMA's. These were our first thoughts about structuring, but are open to any ideas you have. Cal, I would also like to inquire about the future of KYCT? Would you be interested in putting Rock programming back in Susanville, Westwood and Quincy? Just throwing out ideas to increase signal frequency, because if we stop gap KNNN signal it will only be at 200 to 300 watts. Please reach out to me with any questions or thoughts you may have. Thank you for your time, I greatly appreciate it and look forward to hearing from you.

Warmest regards,

Arame` Cantrell

[931-201-1505](tel:931-201-1505)

arame@aocpro.com

Transmitter Cost SD:

\$73,000

Includes 6.1-6.4

HD transmitter including FM6:

\$230K

Flash cut current transmitter: \$5-10K

KIXE factor:

Use of KIXE studio for KNNN productions

Can co-produce content with KIXE and share underwriting

Deadline as of now is January 10th to have a digital signal on air.

On Mon, Jan 3, 2022 at 12:42 PM CAL HUNTER <calhunter@gmail.com> wrote:

I don't understand what you would want me to do... but am available most weekdays after 9:00 am in the studio. Number below. Great to hear from you! Sounds like you are in the middle of a fun, all encompassing project!!!

Cal Hunter - President: Independence Rock Media Group

C/O KBLF Radio

PO Box 1490

Red Bluff CA 96080

[530-727-5253](tel:530-727-5253) (Studio)

[530-515-0650](tel:530-515-0650) (m)

Radio is at its highest level since in over a year ago. Radio is reaching people in their cars prior to making a purchase . 9 OF 10 consumers feel like their lives is becoming normal

among the employed, two thirds are now working outside the home, up more than 70% since the height of lock-down in the spring of 2020. As a result, the AM/FM Radio audience just recorded its highest levels in 16 months across Nielsen's PPM markets. The latest study from Nielsen's PPM markets says radio remains America's top weekly reach medium and audiences are shifting back to pre-pandemic habits with in-car and out-of-home consumption increasing. Radio Works!!!

On Wed, Dec 29, 2021 at 11:25 AM Arame Cantrell <aramc@aoopro.com> wrote:

Hello Cal,

I know it has been many years since I worked for KTOR, but I am so happy to reconnect with you. I hope you and your wife are doing well and Happy Holidays to you both. I did continue a career in broadcasting and 5 years ago, my partner Jesse Angelo and I took over programming for KNNN 87.7 and created Hella Radio in Nor Cal. Because the signal is also Channel 6 TV station we have to upgrade SD transmitter on the tower we have on Mount Shasta or these stations will go dark due to digital transmitter regulations from the FCC. I am reaching out to you in regards to creating a strategic partnership to keep both Channel 6 and 87.7 on air. I did reach out to Win River Casino and the Tribal Counsel to sponsor, please review my attached proposal. Our stop-gap measure is to flash-cut our analog signal in order to broadcast a digital signal. We will only get a fraction of the power from the transmitter until we can install a new one, and this has to be done by January 10th, so time is of the essence. I would really appreciate it if Jesse and I can set up a phone conference with you at your earliest convenience, so we may explain in greater detail. Thank you so much for time and consideration. Please feel free to reach out to us with any questions you may have.

Warmest regards,

Arame` Cantrell

[931-201-1505](tel:931-201-1505)

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Sent from my BlackBerry - the most secure mobile device