

Before the  
**Federal Communications Commission**  
Washington, D.C. 20554

In the Matter of )  
 ) KPPV(FM), Prescott Valley, AZ  
**PRESCOTT VALLEY BROADCASTING** ) Facility ID No. 53414  
**CO., INC.** )  
 ) File No. 0000124846  
To: Office of the Secretary  
Attention: Chief, Audio Division, Media Bureau

**RESPONSE TO INFORMATION REQUESTS**

Prescott Valley Broadcasting Co. Inc. (“PVBC”), by its counsel, hereby files this Response to Information Requests, in compliance with *Prescott Valley Broadcasting Co. Inc.*, DA 22-606, rel. June 6, 2022 (“June 6 Letter”). Among other things, the June 6 Letter requested that PVBC provide information in five separate areas: (1) Legal Charges (June 6 Letter at 10-11); (2) Printing (Logs and Stationery) (June 6 Letter at 12-13); (3) Advertising Promotion for New Frequency (June 6 Letter at 14); (4) Promotional Expenses (June 6 Letter at 15); and (5) Miscellaneous Expenses (June 6 Letter at 16). By this Response, PVBC is providing the information requested, as follows:

**I. Legal Expenses.**

Below in bold type are the requests for additional information set forth in the June 6 Letter at 10-11, followed by PVBC’s responses.

- **July 21, 2020. PVBC must identify the specific subject matter discussed during the conference that occurred on this date, and the specific subject matter researched on this date. PVBC also must specify how much of the \$735 charge is attributable to each subject discussed or researched.**

Counsel to PVBC read the Show Cause Order, which was released on July 21, 2020 regarding the proposed channel change of KPPV(FM), Prescott Valley, Arizona (“KPPV”) from

106.7 MHz to 106.9 MHz, which was initiated by Entravision Holdings, LLC (“Entravision”) (“Proposed Channel Change”) (\$175). Counsel to PVBC and PVBC’s principal, Mr. Sanford Cohen, discussed via e-mail the release of the Show Cause Order (\$105). The precise content of the discussions between counsel to PVBC and Mr. Cohen regarding the Show Cause Order is privileged attorney-client communication. Counsel to PVBC also undertook legal research regarding the possibility of filing a Petition for Reconsideration relating to the Proposed Channel Change (\$455).

- **July 22, 2020. PVBC must identify the specific subject matter discussed at the conference that occurred on this date. PVBC must also specify how much of the \$700 charge is attributable to each subject discussed, and how much is attributable to preparation of the Petition.**

Counsel to PVBC and Mr. Cohen discussed via e-mail the Show Cause Order (\$140). The precise content of the discussions between counsel to PVBC and Mr. Cohen regarding the Show Cause Order is privileged attorney-client communication. Counsel to PVBC also prepared a Petition for Reconsideration relating to the Proposed Channel Change (\$560).

- **August 4, 6, and 7, 2020. PVBC must identify the FCC pleadings and proceeding referenced in the entries for these dates.**

The pleadings are the Petition for Reconsideration on Certain Substantive Issues and the Request for Stay, each of which were filed by PVBC on August 19, 2020 and are reasonably related to the Proposed Channel Change.

- **September 22, 2020. PVBC must explain what topics related to the “Entravision proceeding” were discussed in the conference. PVBC also must specify how much of the \$840 charge is attributable to each topic discussed.**

On September 21, 2020, Entravision filed a “Statement for the Record” with respect to the Proposed Channel Change. Counsel to PVBC read it and discussed its contents with Mr. Cohen via e-mail (\$630). The precise content of the discussions between counsel to PVBC and Mr. Cohen

is privileged attorney-client communication. The remainder of the time entry for this date (\$210) can be excluded from reimbursement by Entravision.

- **October 22, 2020. PVBC should indicate which Entravision letter was being reviewed. PVBC also must provide a list of the subject matters discussed during the conference with FCC staff. PVBC must specify the portion of the \$490 charge attributable to each subject.**

On October 22, 2020, Entravision filed a “Request for Expedited Consideration” of the pending application, filed by PVBC, for the minor modification application for the Proposed Channel Change. Counsel to PVBC prepared a response to such the Request, explaining why it was devoid of any factual or legal merit, and transmitted it to Mr. Rodolfo Bonacci, Assistant Division Chief, Audio Division. Counsel to PVBC did not actually discuss anything with Mr. Bonacci. All of the fees (\$490) for this date are attributable to reviewing the Request, which was reasonably related to the Proposed Channel Change, discussing it with Mr. Cohen, and preparing and transmitting a response thereto.

- **November 5 and 6, 2020. For each date, PVBC must specify how much of the charge is attributable to work related to the reimbursement negotiations, and how much is attributable to work on the Application for Review.**

On November 5, 2020, \$490 is attributable to work on the reimbursement negotiations reasonably related to the Proposed Channel Change, and \$350 is attributable to work on the Application for Review reasonably related to the Proposed Channel Change.

On November 6, 2020, \$140 is attributable to work on the reimbursement negotiations reasonably related to the Proposed Channel Change, and \$1,190 is attributable to work on the Application for Review reasonably related to the Proposed Channel Change.

- **December 7, 2020. PVBC must indicate the topics discussed at the conference that occurred on this date. PVBC must also specify how much of the \$140 charge is attributable to each topic.**

On December 7, 2020, counsel to Entravision e-mailed counsel to PVBC regarding a “red light” hold associated with PVBC, which was preventing Commission approval of the pending Proposed Channel Change application for construction permit. Counsel to PVBC discussed this matter with Mr. Cohen (total of \$140).

- **December 9, 10, 11, and 14, 2020, January 8, 2021, June 24, 2021. PVBC must indicate the subject matter discussed in the conferences that occurred on these dates, and specify the subject matter of any other legal work performed on these dates. For each date, PVBC must indicate the portion of the charges for each date that are attributable to each subject.**

On December 9 and December 10, 2020, counsel to PVBC and Mr. Cohen discussed an offer from Entravision regarding the extent of Entravision’s reimbursement obligations (\$350 and \$315, respectively) reasonably related to the Proposed Channel Change.

On December 11, 2020, counsel to PVBC transmitted a response to the e-mail received on December 7, 2020 from counsel to Entravision (\$70).

On December 14, 2020, counsel to PVBC communicated via e-mail with Mr. Cohen regarding various aspects of this proceeding reasonably related to the Proposed Channel Change (\$210). The precise content of the discussions between counsel to PVBC and Mr. Cohen is privileged attorney-client communication.

On January 8, 2021, counsel to PVBC and Mr. Cohen discussed the letter filed by Entravision on January 6, 2021, whereby Entravision requested the removal of the special operating condition set forth on the KDVA construction permit. If such request were granted, interference would have resulted to hundreds of thousands of listeners. On the same date, counsel to PVBC began drafting a response to Entravision’s January 6, 2021 letter (\$420).

On June 24, 2021, counsel to PVBC and Mr. Cohen discussed a call that Mr. Cohen was planning to have with Entravision’s principal, Mr. Jeffrey Liberman reasonably related to the

Proposed Channel Change (\$175). The precise content of the discussions between counsel to PVBC and Mr. Cohen is privileged attorney-client communication.

- **January 15, 2021. PVBC must explain the nexus between each task performed on this date and the KPPV(FM) channel change. PVBC must also provide a list of the subject matters discussed during the conference with FCC staff.**

On January 15, 2021, Nazifa Sawez of the Audio Division e-mailed counsel to PVBC, asking for a copy of Entravision's January 6, 2021 letter, to which counsel to PVBC complied (\$70). On the same day, Mr. Bonacci e-mailed counsel to PVBC and Entravision, indicating that the application for the minor modification of KPPV had been granted. Counsel to PVBC informed Mr. Cohen of that action and discussed other matters, the precise subject matter of which is privileged attorney-client communication (\$280). On the same day, Entravision filed a letter with the Commission regarding its request to remove the Special Operating Condition on the KDVA construction permit. Counsel to PVBC reviewed the letter and discussed it with Mr. Cohen (\$105).

- **July 14, and 15, 2021. PVBC must indicate whether the legal work performed on July 14, 2021, and the conference that occurred on July 15, 2021, were related to its reimbursement negotiations with Entravision. If any of the legal work was not, PVBC must identify the subject matter covered, and provide a breakdown of how much of the charge for each date is attributable to each subject.**

On July 14, 2021, Mr. Liberman transmitted a letter to Mr. Cohen regarding the extent of Entravision's reimbursement obligations reasonably related to the Proposed Channel Change. Counsel to PVBC discussed this matter on both July 14 and July 15, 2021 with Mr. Cohen, the precise subject matter of which is privileged attorney-client communication (\$105 and \$70, respectively.)

All of the above-listed items are legal fees incurred for matters that are "reasonably related" to the Proposed Channel Change, and thus are required to be reimbursed by Entravision, consistent with *KBEX(FM), Dalhart, Texas*, 28 FCC Rcd 3234, 3238 (Audio Div. 2013).

**II. Printing (Logs and Stationery).** In response to the June 6 Letter at 12-13, the attached are photographs of:

- Every existing employee business card (*see **Attachment A** hereto*). As of June 6, 2022, PVBC had approximately 2,000 such cards in its possession (or in possession by its employees). The most recent invoice associated with ordering new cards is set forth at Attachment 5 to PVBC's "Report Regarding Progress of Negotiations and Preliminary Assessment of Legitimate and Prudent Expenses," filed February 24, 2022 ("February 24 Report").
- Existing company letterhead (*see **Attachment B** hereto*). As of June 6, 2022, PVBC had approximately 250 sheets in its possession. The most recent invoice is located at Attachment 6 to the February 24 Report.
- Window envelopes (all logos) (*see **Attachment C** hereto*). As of June 6, 2022, PVBC had approximately 500 such envelopes in its possession. The most recent invoice is located at Attachment 7 to the February 24 Report.
- Window envelopes (KPPV logo only) (*see **Attachment D** hereto*). As of June 6, 2022, PVBC had approximately 400 such envelopes in its possession. The most recent invoice is located at Attachment 6 to the February 24 Report.
- Plain envelopes (all logos) (photos at **Attachment E** hereto). As of June 6, 2022, PVBC had approximately 525 such envelopes in its possession. The most recent invoice is located at Attachment 8 to the February 24 Report.
- Plain envelopes (KPPV logo only) (photos at **Attachment F** hereto). As of June 6, 2022, PVBC had approximately 400 such envelopes in its possession. The most recent invoice is located at Attachment 8 to the February 24 Report.

- NCR/Client Intake Forms (photos at **Attachment G** hereto). As of June 6, 2022, PVBC had approximately 150 such forms in its possession. The most recent invoice is located at Attachment 9 to the February 24 Report.

### **III. Advertising Promotion for New Frequency**

The June 6 Letter at 14 inquired whether PVBC previously has advertised KPPV(FM) using any of the following sources: (1) other Prescott Valley Chamber of Commerce publications; (2) Billboards; (3) the *Prescott Courier*; (4) the *Chino Valley Review*; (5) the *Prescott Valley Tribune*; (6) the *Verde Independent*; (7) television advertising; (8) Valpak Inserts; (9) Zion Marketing Mailings; (10) Verde Valley Advertising Mailings. The answer is “yes” with respect to all of the sources, with the exception of television advertising. The June 6 Letter further asked PVBC to:

- A. State how often did such advertising ran (*e.g.*, daily, weekly, monthly, bimonthly, quarterly, biannually, annually) in the past;
- B. Provide copies of any invoices or other documents related to that advertising;
- C. Provide copies of – or otherwise summarize the content of – such advertisements;
- D. State how frequently (*e.g.*, daily, weekly, monthly, bimonthly, quarterly, biannually, annually) and for how long it proposes to run each advertisement relating to the channel change; and
- E. Describe the content of each proposed advertisement proposed to be run relating to the channel change and to attach mockups or proofs of such advertisements relating to the channel change.

The June 6 Letter at 13 states that, in order for an advertising expense to be reimbursable: (i) the advertising undertaken must be reasonable in duration; (ii) the media outlets utilized must be reasonable in terms of number and reach; and (iii) the advertisement must have the sole purpose of notifying the public of the involuntary channel change. As indicated in the February 24

Response, the Update, filed by PVBC on March 4, 2022 to the February 24 Report (“March 4 Update”) and herein, each item of advertising that PVBC intends to undertake with respect to the Proposed Channel Change is reasonable in duration, the media outlets are reasonable in terms of number and reach,<sup>1</sup> and each proposed advertisement has the sole purpose of notifying the public of the involuntary channel change. Specifically:

**(1) other Prescott Valley Chamber of Commerce publications:**

A. PVBC has advertised with the Cottonwood Chamber of Commerce each month since 2018. PVBC has advertised with the Prescott Chamber of Commerce quarterly since 2020.

B. The associated invoices are located at Attachments 11 and 12 to February 24 Report.

C. Copies of the relevant inserts to the various Chamber of Commerce publications are set forth at **Attachment H** hereto.

D. As set forth on Attachments 11 and 12 to the February 24 Report, PVBC intends to provide such inserts for one year (monthly with the Cottonwood Chamber and quarterly with the Prescott Chamber).

E. The copy, design and other information that will be set forth in the proposed inserts will be markedly different than the copy, design and other information set forth in the existing inserts because the new inserts will advertise only the existence of the Proposed Channel Change. It is PVBC’s intent to alert the listening area at least a month in advance of the Proposed Channel Change. “GET READY TO MAKE THE BIG SWITCH” is the campaign slogan PVBC intends

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<sup>1</sup> PVBC proposed to utilize only five types of advertising/media sources: (a) Chamber of Commerce publications, (b) billboards, (c) local newspapers, (d) television advertising, and (e) direct mail. Each of those sources are intended to cover only the Arizona communities of Prescott Valley, Prescott, Chino Valley and Cottonwood, all of which are within KPPV’s service area.



to use. PVBC expects the new inserts to show the dial positions “Before” and “After” in graphic form, in a countdown type format.

After the Proposed Channel Change is implemented, PVBC would create a new insert, with something akin to: “DID YOU REMEMBER TO MAKE THE BIG SWITCH?” and “HOW COME MY KPPV 106.7 IS OFF THE AIR?”

PVBC would leave the design and artwork up to the creative personnel, which work would be completed after the orders are placed. It would not make sense for PVBC to engage such creative personnel at this time and incur associated expenses therewith, without knowing for sure whether Entravision is willing to reimburse PVBC for such expenses.

**(2) Billboards:**

A. PVBC has maintained a billboard on East Gurley Street (near downtown Prescott, Arizona) for over 15 years.

B. The existing contract for that single billboard is located at **Attachment I** hereto. As set forth above and in the February 24 Report (including at Attachment 13), PVBC intends to undertake a significant marketing blitz associated with the Proposed Channel Change, especially aimed at listeners driving in their vehicles in and around the KPPV service area, to alert such persons of the Proposed Channel Change while they are driving. Accordingly, the contract that PVBC currently has with the billboard company has no bearing on the ultimate marketing package that PVBC intends to undertake associated with the Proposed Channel Change that does not benefit PVBC in any way. The extensive marketing is necessary solely to ensure that PVBC will retain its existing listeners, and is not intended for any other purpose.

C. The photo of the existing KPPV billboard is set forth at **Attachment J** hereto.

D. As set forth on Attachment 13 to the February 24 Report, PVBC intends to operate

new billboards for one year.

E. The copy, design and other information that will be set forth on the proposed billboard displays will be markedly different than the copy, design and other information set forth on the existing displays because the new displays will advertise only the existence of the Proposed Channel Change. It is PVBC's intent to alert the listening area at least a month in advance of the Proposed Channel Change. "GET READY TO MAKE THE BIG SWITCH" is the campaign slogan PVBC intends to use. PVBC expects the new billboard displays to show the dial positions "Before" and "After" in graphic form, in a countdown type format.

After the Proposed Channel Change is implemented, PVBC would create a new billboard display, with something akin to: "DID YOU REMEMBER TO MAKE THE BIG SWITCH?" and "HOW COME MY KPPV 106.7 IS OFF THE AIR?"

PVBC would leave the design and artwork up to the creative personnel, which work would be completed after the orders are placed. It would not make sense for PVBC to engage such creative personnel at this time and incur associated expenses therewith, without knowing for sure whether Entravision is willing to reimburse PVBC for such expenses.

**(3) *Prescott Courier*:**

A. PVBC has advertised sporadically for KPPV over the past 35 years.

B-C. In the past, the ads ran intermittently, usually in connection with a specific event or program. PVBC did not use this publication on a routine basis and has not retained receipts, orders or copies of such ads, nor has it been required to do so.

D. As set forth in the February 24 Report, PVBC intends to place weekly ads for one year.

E. The copy, design and other information that will be set forth in the proposed

newspaper ads will be markedly different than the copy, design and other information set forth in any newspaper ads utilized in the past because the new newspaper ads will advertise only the existence of the Proposed Channel Change. It is PVBC's intent to alert the listening area at least a month in advance of the Proposed Channel Change. "GET READY TO MAKE THE BIG SWITCH" is the campaign slogan PVBC intends to use. PVBC expects the new newspaper ads to show the dial positions "Before" and "After" in graphic form, in a countdown type format.

After the Proposed Channel Change is implemented, PVBC would create a new newspaper ad, with something akin to: "DID YOU REMEMBER TO MAKE THE BIG SWITCH?" and "HOW COME MY KPPV 106.7 IS OFF THE AIR?"

PVBC would leave the design and artwork up to the creative personnel, which work would be completed after the orders are placed. It would not make sense for PVBC to engage such creative personnel at this time and incur associated expenses therewith, without knowing for sure whether Entravision is willing to reimburse PVBC for such expenses.

**(4) *Chino Valley Review*** – same as above

**(5) *Prescott Valley Tribune*** – same as above

**(6) *Verde Independent*** – same as above

**(7) television advertising:**

A-C. PVBC has not utilized such advertising in the past.

D. The proposed schedule is as set forth in Attachment 19 to the February 24 Report.

E. As indicated above, PVBC has not utilized television advertising in the past. It is PVBC's intent to alert the listening area at least a month in advance of the impending channel change. "GET READY TO MAKE THE BIG SWITCH" is the campaign slogan PVBC intends to use. PVBC expects the television ads to show the dial positions "Before" and "After" in graphic

form in a countdown type format.

After the change, PVBC would create a new ad, with something akin to: “DID YOU REMEMBER TO MAKE THE BIG SWITCH?” and “HOW COME MY KPPV 106.7 IS OFF THE AIR?”

PVBC would leave video and audio associated with the ads up to the creative personnel, which work would be completed after the order is placed. It would not make sense for PVBC to engage such creative personnel at this time and incur associated expenses therewith, without knowing for sure whether Entravision is willing to reimburse PVBC for such expenses.

**(8) Valpak Inserts**

A. PVBC has advertised sporadically for KPPV over the past 35 years.

B-C. In the past, the ads ran intermittently, usually in connection with a specific event or program. PVBC did not use this form of advertising on a routine basis and has not retained receipts or orders for these, nor has it been required to do so.

D. As set forth in the February 24 Report, at Attachment 30, PVBC intends to utilize this service for one year.

E. The copy, design and other information that will be set forth in the proposed inserts will be markedly different than the copy, design and other information set forth in any inserts utilized in the past because the new inserts will advertise only the existence of the Proposed Channel Change. It is PVBC’s intent to alert the listening area at least a month in advance of the Proposed Channel Change. “GET READY TO MAKE THE BIG SWITCH” is the campaign slogan PVBC intends to use. PVBC expects the new inserts to show the dial positions “Before” and “After” in graphic form, in a countdown type format.

After the Proposed Channel Change is implemented, PVBC would create a new

insert, with something akin to: “DID YOU REMEMBER TO MAKE THE BIG SWITCH?” and “HOW COME MY KPPV 106.7 IS OFF THE AIR?”

PVBC would leave the design and artwork up to the creative personnel, which work would be completed after the orders are placed. It would not make sense for PVBC to engage such creative personnel at this time and incur associated expenses therewith, without knowing for sure whether Entravision is willing to reimburse PVBC for such expenses..

**(9) Zion Marketing Mailings** – same as above. The schedule is set forth at Attachment 31 to the February 24 Report.

**(10) Verde Valley Advertising Mailings** – same as above. The schedule is set forth at Attachment 31 to the February 24 Report.

As set forth herein, consistent with the June 6 Letter: (i) all of the advertising proposed to be undertaken is reasonable in duration; (ii) the media outlets used to advertise the involuntary channel change are reasonable in number and reach; and (iii) each proposed advertisement will have the sole purpose of notifying the public of the involuntary Proposed Channel Change. Accordingly, consistent with the June 6 Letter, Entravision must reimburse all of PVBC’s costs associated with advertising the existence of the Proposed Channel Change utilizing these sources.

#### **IV. Promotional Expenses.**

Attached are photos and invoices and other documentation relating to the following items, all of which PVBC has utilized in the past for promotion of KPPV, in each case showing the existing “KPPV 106.7” logo:

- T-Shirts, etc. (*see Attachment K* hereto). The most recent invoice is located at Attachment 20 to the February 24 Report.
- Large A-Frame Signs (*see Attachment L* hereto). The most recent invoice is located at Attachment 22 to the February 24 Report.

- Pens (*see Attachment M* hereto). The most recent invoice is located at Attachment 23 to the February 24 Report.
- Keychains (*see Attachment N* hereto). The most recent invoice is located at Attachment 23 to the February 24 Report.
- Car Shades (*see Attachment O* hereto). The most recent invoice is located at Attachment 24 to the February 24 Report.
- Note Pads (*see Attachment P* hereto). The most recent invoice is located at Attachment 25 to the February 24 Report.
- Pint Glasses (*see Attachment Q* hereto). The most recent invoice is located at Attachment 26 to the February 24 Report.
- Banners (*see Attachment R* hereto). The most recent invoice is located at Attachment 33 to the March 4 Update.

Invoices and photos associated with the following items previously have been provided to the Commission:

- Lip Balms (invoice at Attachment 23 to February 24 Report; photo at page 32 of March 4 Update);
- Fleece Jackets (invoice at Attachment 27 to February 24 Report; photo at page 36 of March 4 Update);
- Satin Jackets (invoice at Attachment 28 to February 24 Report; photo at pages 37 and 42 of March 4 Update);
- Polos (invoice at Attachment 29 to February 24 Report; photo at page 41 of March 4 Update);
- Lined Windbreakers (invoice at Attachment 34 to March 4 Update; photo at page 45 of March 4 Update).

PVBC believes that it is unnecessary to state how many items of each promotional item it had in its possession as of June 6, 2022 or the date when it last placed an order for such items and supporting invoices and documentation related thereto, as it believes that it is arbitrary and capricious for the Commission to find that PVBC is entitled only to replace those items currently in its inventory. Nevertheless, in order to be factually responsive to the June 6 Letter, the following

information is being provided:

- T-Shirts - 271
- Large A-Frame Signs - 6
- Pens - 280
- Keychains - 175
- Car Shades - 154
- Notepads - 130
- Pint Glasses - 75
- Banners - 10
- Lip Balms - 108
- Fleece Jackets - 18
- Satin Jackets - 17
- Polos - 18
- Lined Windbreakers - 16

**V. Miscellaneous Items:**

Below in bold type are the requests for additional information set forth in the June 6 Letter, followed by PVBC's responses.

**A. *Indoor Directional Signage with New Logo.* PVBC must indicate the number of signs it proposes to order, explain why each sign is necessary, and submit photographs to support its explanation.**

Response: PVBC expects to order one sign to replace the existing sign, located at **Attachment S**. In addition, as set forth at Attachment 36 to the March 4 Update, one outside sign will also have to be replaced, a photo of which is attached hereto at **Attachment T**.

**B. *Repaint Wall and Connected Surfaces with New Logos.* PVBC must submit a narrative statement explaining why this painting work is necessitated by the KPPV(FM) channel change. PVBC also must provide photographs of the surfaces that will be repainted.**

Response: As the photo at **Attachment U** demonstrates, the existing wall in the conference room at PVBC's main offices contains the "KPPV 106.7" logo. PVBC has been advised by Mortimer Painting (Attachment 17 to February 24 Report) that, because of the age of the paint and color, it will not be possible to undertake a simple repainting. Instead, the entire wall will have to be repainted.

**C. *Additional Signage for Remotes.* PVBC must submit a narrative statement that explains why the additional signage for remotes is needed, and describes the nexus between the need for additional remote signage and the involuntary channel change. PVBC also must provide photographs or other evidence to support its explanation.**

As the photos at **Attachment V** demonstrate, the “KPPV 106.7” logo is used for signage when the station undertakes promotional efforts at remote locations. Existing signage will have to be replaced due to the implementation of the Proposed Channel Change, to use a “KPPV 106.9” logo.

**D. *Payroll and Overtime Expenses.* PVBC must submit a narrative statement explaining why it believes it will incur these expenses, the specific employees that will perform the work, the tasks each employee will perform, and how much time PVBC believes each task will require. PVBC also must explain the nexus between the tasks it identifies and the KPPV(FM) channel change. Finally, PVBC must provide supporting documentation.**

Response: In general, it is impossible to predict with any certainty whatsoever the precise types of activities will be necessary in order to undertake the massive marketing effort necessary to inform the KPPV listening public regarding the Proposed Channel Change. Nevertheless, in order to be responsive to the June 6 Letter, PVBC is providing an estimate of some anticipated expenses. This list is not intended to be exhaustive, as it is very likely that PVBC will incur additional payroll and overtime expenses associated with a channel change for which it derives zero benefit whatsoever. To the extent PVBC incurs additional expenses, PVBC will expect prompt reimbursement from Entravision.

As the date of implementation of the Proposed Channel Change is approaching, PVBC will need its employees to undertake additional tasks, including reaching out to advertisers and community leaders regarding the impending change. PVBC expects to create a phone bank at its offices, where the following employees will be tasked with attempting, completing, and reporting on the results of the calls: Jodi Aguirre, Sales and Marketing Coordinator; Kym Lopez, Account Executive; Dian Tucker, General Sales Manager; and Mason Pennington, Production Assistant.



Each of these employees will be making at least 200 calls to reach all affected KPPV advertisers and sponsors, local community officials in Prescott Valley, Prescott, Chino Valley, Cottonwood and Dewey-Humboldt and to strategic partners with which KPPV works, such as Chambers of Commerce, Fire Departments, Ambulance services, hospitals, school districts, community colleges, and a variety of mental health and counseling services, etc. The clear nexus is that, unlike many other stations, KPPV is relied upon as a primary point of contact for the communities that are served.

For example, when there are emergencies in these local areas, officials often instruct listeners to tune to KPPV for information. If these outlets are unaware of the implementation of the Proposed Channel Change, and therefore give out inaccurate channel information, the public will suffer because of the inaccurate information, which would compromise the public interest, health and safety of KPPV's listeners.

The expected time to complete 200 calls (outside of each employee's regular duties), plus follow up, would be 12 hours for each employee (48 hours total). At an average cost of \$30 per hour per employee, the subtotal is \$1,440.

Replacing KPPV logos with the updated channel information in a variety of publications, design services, graphics, etc. will be done by Lindsay Draper, Webmaster. It will require 30 hours of her overtime, at \$30 per hour, for a subtotal of \$900.

Sending KPPV staff to outside locations (post offices, supermarkets, entertainment venues, etc.) to pass out flyers informing the public of the Proposed Channel Change, both before and after implementation thereof, will be accomplished by the following staff members: Jodi Aguirre, Sales and Marketing Coordinator; Jon Gates, On-Air Personality; Kym Lopez, Account Executive; and Mason Pennington, Production Assistant.

The expected time putting together announcements and mailing them to KPPV advertisers would be 60 hours for each employee over three months (240 hours total). At an average cost of \$30 per hour per employee, the subtotal is \$7,200.

There may be other events where KPPV's presence with flyers and personnel to distribute them may be necessary. At that time, the costs will be provided to Entravision for reimbursement.

***E. Live Remote Broadcasts.*** PVBC must submit documents to support its cost estimate, and a narrative statement explaining the nexus between the KPPV(FM) channel change and the live remote broadcasts.

Response: PVBC expects to hold four live remote events at the precise time of implementation of the Proposed Channel Change, for the purpose of informing the public of that change and to urge listeners to "tune in and turn in" their obsolete station gear (t-shirts, hats, key chains, etc.) for updated gear with the new logo. The remotes would be held in Prescott Valley, Prescott, Chino Valley and Cottonwood.

PVBC's remotes typically are staffed by four persons: lead talent, two assistants and a board operator. Due to the large amount of items that PVBC expects to distribute at each remote, an additional staffer will be necessary. As is the case with all remotes, airtime is cleared for the live feeds by removing or re-scheduling paid advertisers. Therefore, additional staff time will be needed to create special logs for the remotes.

The remotes typically take place on weekends, so it will be necessary to pay overtime to PVBC's staffers, as follows:

- Lead Talent: 6 hours at \$50/hour = \$300.
- Two Assistants: 7 hours each at \$30/hour = \$420.
- One Additional Assistant: 6 hours at \$30/hour = \$180.
- Board Operator: 6 hours at \$30/hour = \$180.
- Meals for all five employees: \$20 each = \$100
- Transportation reimbursement costs for all five employees = \$100

The subtotal is \$1,280 per remote. PVBC is planning four such remotes, for a total of \$5,120.

***F. Search Engine Optimization.*** PVBC must provide a narrative statement indicating whether it has utilized search engine optimization services in the past, and explaining the nexus between this expense item and the KPPV(FM) channel change. PVBC also must explain why it believes that a year of search engine optimization is required.

Response: PVBC, and its related company River Rat Radio, LLC (“River Rat”), have used search engine optimization and web search corrective measures in the past, using a variety of providers. PVBC also previously has pursued the creation of keywords, adding registration of KPPV in a variety of radio and audio-related websites and listing KPPV in various third party listening and directory websites.

PVBC’s principal, who also is a principal in River Rat, has experience with channel changes. For example, in 2011, station KPKR, which is licensed to River Rat, changed from 97.3 to 95.7. Even now, eleven (11) years later (!), there still remain some outlets that indicate that KPKR remains on 97.3. Thus, based on this prior experience, it is reasonable to anticipate that there will be a significant challenge associated with ensuring that all persons become aware of the Proposed Channel Change.

The primary websites to be contacted, multiple times, to ensure that KPPV is properly identified as being on 106.9, include: tunein.com, radio-locator.com, yelp.com, radiolineup.com, streema.com, radistationworld.com, wikipedia.com, yellowpages.com, reddit.com, hdradio.com, worldradiomap.com, ipluggers.com, going.com, onlineradiobox.com, and radio.net.

Given PVBC’s principal’s prior experience in dealing with the KPKR change, one year almost certainly is not enough time in order to ensure that the effects of the Proposed Channel Change are properly registered on these sites. Accordingly, if PVBC continues to experience problems with these sites after one year, any expenses that PVBC incurs to make the necessary

corrections with any of them will be submitted to Entravision for reimbursement.

Pursuant to this Response, PVBC now has submitted extensive documentation, explaining why each item set forth in the February 24 Report and the March 4 Update is entitled to reimbursement from Entravision. It continues to defy explanation as to why Entravision, with a market cap that remains approximately Four Hundred Million Dollars (\$400,000,000.00) despite the recent market downturn, will not provide sufficient reimbursement to PVBC, a small business that is being forced to change channels for reasons that benefit only Entravision.

Respectfully submitted,

**PRESCOTT VALLEY BROADCASTING CO. INC.**

By:       /s/ Mark B. Denbo        
Mark B. Denbo  
Its Attorney

**SMITHWICK & BELENDIUK, P.C.**  
5028 Wisconsin Avenue, N.W., Suite 301  
Washington, DC 20016  
202-350-9656

June 21, 2022

**Attachment A**  
**Photos of Business Cards**



ARIZONA'S HOMETOWN RADIO GROUP

## Dian Tucker

General Sales Manager

(928) 445-8289 ext. 15  
Toll Free: 1-800-264-5449  
Fax: (928) 442-0448

email: [Dian@KPPV.com](mailto:Dian@KPPV.com)  
Box 26523, Prescott Valley, AZ 86312  
3755 Karicio Lane #2C, Prescott, AZ 86303



ARIZONA'S HOMETOWN RADIO GROUP

## Kymberli Lopez

Advertising Account Executive

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1.800.264.5449 toll free  
928.442.0448 fax

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Box 26523, Prescott Valley, AZ 86312  
3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303

ARIZONA'S HOMETOWN RADIO GROUP



ARIZONA'S HOMETOWN RADIO GROUP

## Lindley Diskin

General Sales Manager

928.855.5225  
1.800.264.5449 toll free  
928.716.8485 mobile

[lindley@riverratradio.com](mailto:lindley@riverratradio.com)  
2250 N. McCulloch Blvd. Suite J  
Lake Havasu City, AZ 86403



ARIZONA'S HOMETOWN RADIO GROUP

## Jodi Aguirre

Sales & Promotions Administrator

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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303



ARIZONA'S HOMETOWN RADIO GROUP

## LinQ Elliot

On-Air Personality/Producer

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541.550.6707 mobile  
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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303



ARIZONA'S HOMETOWN RADIO GROUP

## Jan Mortimer-Sheldon

Office Manager

928.445.8289 ext. 16  
928.442.0448 fax  
800.264.5449 toll free

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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303  
Box 26523, Prescott Valley, AZ 86312



GRAND CANYON INFO  
TRAVELRADIO  
KUGO102.5FM



ARIZONA'S HOMETOWN RADIO GROUP

## Teal

Sales & Marketing Assistant

928.852-4233 office  
800.264.5449 toll free

[teal@azhometownradio.com](mailto:teal@azhometownradio.com)  
1756 Villa Drive, Ste. C2, Cottonwood, AZ 86326  
Box 26523, Prescott Valley, AZ 86312



ARIZONA'S HOMETOWN RADIO GROUP

## Mason Pennington

Production Assistant

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928.442.0448 fax

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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303





ARIZONA'S HOMETOWN RADIO GROUP

## Bill Monroe

Sr. News Correspondent

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Fax: (928) 442-0448

email: Bill@KPPV.com  
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3755 Karicio Lane #2C, Prescott, AZ 86303

ARIZONA'S HOMETOWN RADIO GROUP



ARIZONA'S HOMETOWN RADIO GROUP

## Jon Gates

On-Air Talent

928.445.8289  
928.442.0448 fax

Jon@azhometownradio.com  
Box 26523, Prescott Valley, AZ 86312  
3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303



ARIZONA'S HOMETOWN RADIO GROUP



[www.AzHometownRadio.com](http://www.AzHometownRadio.com)



ARIZONA'S HOMETOWN RADIO GROUP

## Sanford Cohen

President/General Manager

email: Sanford@KPPV.com  
3755 Karicio Lane #2C, Prescott, AZ 86303  
Box 26523, Prescott Valley, AZ 86312

(928) 445-8289 ext. 17  
Fax: (928) 442-0448  
Toll Free: 1-800-264-5449



ARIZONA'S HOMETOWN RADIO GROUP

## Rene Garay

DJ Myn

Sales/On-Air

95.7/95.5 FM KPKR • 103.1 FM KDM • 101.7 FM KXBB

928.855.5225  
1.800.264.5449 toll free  
928.713.7288 cell

DJMyn@riverradio.com  
2250 McCulloch Blvd., Suite J  
Lake Havasu City, AZ 86403



ARIZONA'S HOMETOWN RADIO GROUP

## Lindsay Draper

On-Air Talent • Traffic • Promotions

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928.442.0448 fax

lindsay@azhometownradio.com  
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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303



ARIZONA'S HOMETOWN RADIO GROUP

## Terry Cohen

Executive Vice President/Co-Founder

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3755 Karicio Lane #2C, Prescott, AZ 86303  
Box 26523, Prescott Valley, AZ 86312

(928) 445-8289 ext. 31  
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Toll Free: 1-800-264-5449



Michelle Dubé  
Northern AZ Market Manager

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michelled@azhometownradio.com  
1756 Villa Drive, Ste. C2, Cottonwood, AZ 86326  
Box 26523, Prescott Valley, AZ 86312

ARIZONA'S HOMETOWN RADIO GROUP





## ARIZONA'S HOMETOWN RADIO GROUP

### Gregory Scott

Host, "Morning Cattle Drive"  
KDDL Program/News Director

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email: [Gregory@KPPV.com](mailto:Gregory@KPPV.com)  
Box 26523, Prescott Valley, AZ 86312  
3755 Karicio Lane #2C, Prescott, AZ 86303



GRAND CANYON INFO  
TRAVELRADIO  
KUGO 102.5 FM



### Sunshower Rose

Sales & Marketing Assistant

928.852-4233 office  
800.264.5449 toll free

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1756 Villa Drive, Ste. C2, Cottonwood, AZ 86326  
Box 26523, Prescott Valley, AZ 86312

ARIZONA'S HOMETOWN RADIO GROUP



## ARIZONA'S HOMETOWN RADIO GROUP

### Tami Kudebeh

Office Manager

95.7/95.5 FM KPKR • 103.1 FM KDMM • 101.7 FM KXBB

928.855.5225  
1.800.264.5449 toll free  
661.305.2172 mobile

[Tami@riverradio.com](mailto:Tami@riverradio.com)  
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Lake Havasu City, AZ 86403



## ARIZONA'S HOMETOWN RADIO GROUP

### AnnMarie Aguirre

Promotions

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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303



## ARIZONA'S HOMETOWN RADIO GROUP

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## ARIZONA'S HOMETOWN RADIO GROUP

### Tami Watton

Office Manager

95.7/95.5 FM KPKR • 103.1 FM KDMM • 101.7 FM KXBB

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1.800.264.5449 toll free  
661.305.2172 mobile

[Tami@riverradio.com](mailto:Tami@riverradio.com)  
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Lake Havasu City, AZ 86403



## ARIZONA'S HOMETOWN RADIO GROUP

### Russ Edwards

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### Barb Avery

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## ARIZONA'S HOMETOWN RADIO GROUP

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## ARIZONA'S HOMETOWN RADIO GROUP

### Shelly Morris

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ARIZONA'S HOMETOWN RADIO GROUP

## Greg Paul

On-Air Talent

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3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303

928.445.8289

928.442.0448 fax



ARIZONA'S HOMETOWN RADIO GROUP

## Clayton Callen

Account Executive

95.7/95.5 FM KPR • 103.1 FM KDMM • 101.7 FM KXBB

928.855.5225

1.800.264.5449 toll free

928.230.2652 mobile

[Clayton@riverratradio.com](mailto:Clayton@riverratradio.com)

2250 McCulloch Blvd., Suite J

Lake Havasu City, AZ 86403



ARIZONA'S HOMETOWN RADIO GROUP

## Nick Canuel

Production Coordinator

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928.445.8289

928.442.0448 fax



ARIZONA'S HOMETOWN RADIO GROUP

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ARIZONA'S HOMETOWN RADIO GROUP

## Cindy Oxford

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928.442.0448 fax



ARIZONA'S HOMETOWN RADIO GROUP

## Karen Ibarra

Traffic / Promotions Assistant

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928.445.8289

928.442.0448 fax

**Attachment B**  
**Photo of Letterhead**



# ARIZONA'S HOMETOWN RADIO GROUP

P.O. Box 26523, Prescott Valley AZ 86312

Shipping: 3755 Karicio Lane #2C, Prescott AZ 86303

(928) 445-8289 • Fax: (928) 442-0448 • Toll Free: 1-800-264-5449

[AzHometownRadio.com](http://AzHometownRadio.com)

**Attachment C**  
**Photo of Window Envelopes (All Logos)**



## ARIZONA'S HOMETOWN RADIO GROUP

PO Box 26523, Prescott Valley, AZ 86312



**Attachment D**  
**Photo of Window Envelopes (KPPV Logo**  
**Only)**





PO Box 28823  
Prescott Valley, AZ 86321



**Attachment E**  
**Photo of Plain Envelopes (All Logos)**





ARIZONA'S HOMETOWN RADIO GROUP  
PO Box 26523, Prescott Valley, AZ 86312

**Attachment F**  
**Photo of Plain Envelopes (KPPV Logo Only)**





PO Box 28823  
Prescott Valley, AZ 86321





**Attachment G**  
**Photo of NCR/Client Intake Forms**



<input type="checkbox"/> <b>KPPV</b>	Start _____	Stop _____	# Months _____	Cost Per Month _____	Order ID _____
<input type="checkbox"/> <b>KDDL</b>	Start _____	Stop _____	# Months _____	Cost Per Month _____	Order ID _____
<input type="checkbox"/> <b>KQNA</b>	Start _____	Stop _____	# Months _____	Cost Per Month _____	Order ID _____
<input type="checkbox"/> <b>JACK</b>	Start _____	Stop _____	# Months _____	Cost Per Month _____	Order ID _____
<input type="checkbox"/> <b>JUAN</b>	Start _____	Stop _____	# Months _____	Cost Per Month _____	Order ID _____
<input type="checkbox"/> <b>KXBB</b>	Start _____	Stop _____	# Months _____	Cost Per Month _____	Order ID _____

Order Date \_\_\_\_\_

Advertiser Name \_\_\_\_\_

Agency \_\_\_\_\_

Billing Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone/Fax \_\_\_\_\_

Authorized Person \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Website \_\_\_\_\_

Invoice:

Mail: ☐ E-mail: ☐

E-mail Address \_\_\_\_\_

Acct. Rep \_\_\_\_\_ New ☐ Renewal ☐ Approved by Az Hometown Radio \_\_\_\_\_

Days	Time Range	Station	# of Ads	Type	Cost	Length

Remote: \_\_\_\_\_  
Date \_\_\_\_\_ Hours \_\_\_\_\_ Cost Per Hour \_\_\_\_\_ Total \_\_\_\_\_

Sponsorship \_\_\_\_\_ FOR KXBB ONLY: \_\_\_\_\_  
Time/Feature/Station \_\_\_\_\_ Primary Domain Portal \_\_\_\_\_

Website: \_\_\_\_\_  
Start \_\_\_\_\_ Stop \_\_\_\_\_ Type \_\_\_\_\_ Cost Per Month \_\_\_\_\_

Promotion: \_\_\_\_\_  
Name \_\_\_\_\_ Prize \_\_\_\_\_

Billing Basis: ☐ Per Broadcast \$ \_\_\_\_\_ ea. ☐ Per Package/mo. \$ \_\_\_\_\_ mo.

Invoice Copies \_\_\_\_\_ Script Affidavit ☐ Y ☐ N Agency Commission \_\_\_\_\_% National Rep Commission \_\_\_\_\_%

Payment Type: Bill  
Collect Pre-Bill Credit Card  
Billing Statement Cycle:  
Calendar ☐ Broadcast ☐  
End of Schedule ☐ Demand ☐  
Weekly ☐ None ☐ Other ☐  
Additional billing instructions:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Invoice Type:  
Customer ID \_\_\_\_\_  
None ☐ Times Only ☐  
Summary ☐ Detail Affidavit ☐  
Times Affidavit ☐ Detail ☐  
Notarized ☐ Y ☐ N  
Co-op ☐ Y ☐ N  
Production Codes:  
Primary \_\_\_\_\_  
Secondary \_\_\_\_\_  
Silent Shopper ☐ Cost \_\_\_\_\_

Check Here:  
If Political ☐ Govt ☐  
Non-Profit ☐  
Donation/Sponsor ☐  
P.O. Submitted ☐ Y ☐ N  
\_\_\_\_\_  
If not, when will it  
be submitted?  
\_\_\_\_\_  
Ad from what source? \_\_\_\_\_

Gross ☐ Net ☐  
Rate: \$ \_\_\_\_\_  
+/- \_\_\_\_\_  
Sub \_\_\_\_\_  
Tax: \_\_\_\_\_  
Monthly Due \$ \_\_\_\_\_  
Note: \$20 Fee For NSF Checks

DISCLAIMER: Our stations do not discriminate in the acceptance of placement of advertising on the basis of race, gender or ethnicity. Any order for advertising or advertising contract which includes any restrictions on the placement of the advertising based on race, gender or ethnicity will not be accepted.

**Attachment H**  
**Inserts to Chamber of Commerce**  
**Publications**

# LIVE on site Broadcast with your favorite stations!



ARIZONA'S HOMETOWN RADIO GROUP



LIVE

ON  
SITE

YOUR  
LOCATION

**PACKAGE INCLUDES** Up to 50 Promotional Announcements running the week of the event  
Three LIVE :80 second feeds per hour, minimum  
Prizes to be distributed by staff (subject to availability)

**DETAILS** Rate: \$300 Per Hour net Weekends  
\$600 - \$1,000 Per Hour net Weekdays  
Three hours minimum  
WEEK OF YOUR EVENT: Promotional Announcements on our  
LIVE Mornings Shows AND Social Media Pots

**CALL: 928-445-8289**

CALL ARIZONA'S HOMETOWN RADIO GROUP TO HELP MAKE YOUR NEXT EVENT  
MORE HIGH-PROFILE. ADD FUN AND EXCITEMENT TOO!





Locally Owned  
& Family Operated

- Residential
- Commercial

**TOPNOTCH**  
**GARAGE DOORS**  
*by Joel*

- Garage Doors
- Installation
- Openers
- Gates
- Sales
- Service
- Repairs

**928.775.0001 • 928.554.2011**

**TopNotchGarageDoors.net**

ROCK 323311  
Bonded & Insured

# WELCOME TO PRESCOTT VALLEY



Welcome to Prescott Valley, the fastest growing community in Northern Arizona, with its nearly mile-high elevation, mild weather, four distinct seasons, and stunning scenery. Add in Prescott Valley's proximity to the desert cities 90 miles south, and the offerings of the high country 75 miles north, and you'll find a lot to love!

Despite its growth and current population of nearly 50,000, Prescott Valley has still retained the small-town ambience that has attracted so many friendly people. We enjoy many of the amenities of much larger communities, while remaining one of the safest areas in Northern Arizona.

The community's "points of pride" include the 5,500-seat Findlay Toyota Center, home to the Northern Arizona Wranglers professional indoor football team, and the host to top-name concerts and shows, professional bull riding, monster trucks, and other exciting entertainment for all ages.

Prescott Valley's open spaces and beautiful scenery invite community members and visitors alike to "get outdoors!" You can venture out to hike and bike on miles of scenic trails. Visit one of our 27 parks, where you can play, fish, enjoy youth and adult sports leagues, give your pooch a run at the dog park, or simply take some time to soak up the sun. At the historic Fain Park on Lynx Creek, you can even try your hand at gold panning. If you're up for a challenge, hike 900 feet above the Town on the Glassford Hill Summit Trail, with the reward of truly spectacular views of the San Francisco Peaks and other surrounding landmarks.

Don't forget to enjoy a pleasant meal out at one of our many excellent restaurants, and shop at local businesses, where you'll find something for everyone!


As you plan your visit to Prescott Valley, please be sure to give the Prescott Valley Chamber of Commerce a call at 928-772-8857 to learn about the latest events, new restaurants and businesses, and local attractions.



ARIZONA'S HOMETOWN RADIO GROUP

**Kymerli Lopez**  
Advertising Account Executive

928.445.8289 ext.21 [Kymerli@AzHometownRadio.com](mailto:Kymerli@AzHometownRadio.com)  
1.800.264.5449 toll free Box 26523, Prescott Valley, AZ 86312  
928.442.0448 fax 3755 Karicio Lane, Ste. 2C, Prescott, AZ 86303



**Combine and  
get in on the  
surprise.**

**Eric Strobel, Agent**  
2485 N Great Western Drive, Suite A  
Prescott Valley, AZ 86314  
Bus: 928-772-8338  
[www.ericstrobel.com](http://www.ericstrobel.com)

Here's the deal, our Home and Auto rates are already great. But when you combine with State Farm®, you can save even more. Call me to discover your surprisingly great rates on Home and Auto today.

Like a good neighbor,  
**State Farm is there.®**

Individual premiums will vary by customer. All applicants subject to State Farm underwriting requirements.

**State Farm**

State Farm Mutual Automobile Insurance Company  
State Farm Indemnity Company  
State Farm Fire and Casualty Company  
State Farm General Insurance Company  
Bloomington, IL

State Farm County Mutual Insurance Company  
of Texas  
State Farm Lloyds  
Richardson, TX

State Farm Florida Insurance Company  
Winter Haven, FL

2001863



*We'll look forward to seeing you  
soon in Prescott Valley!*

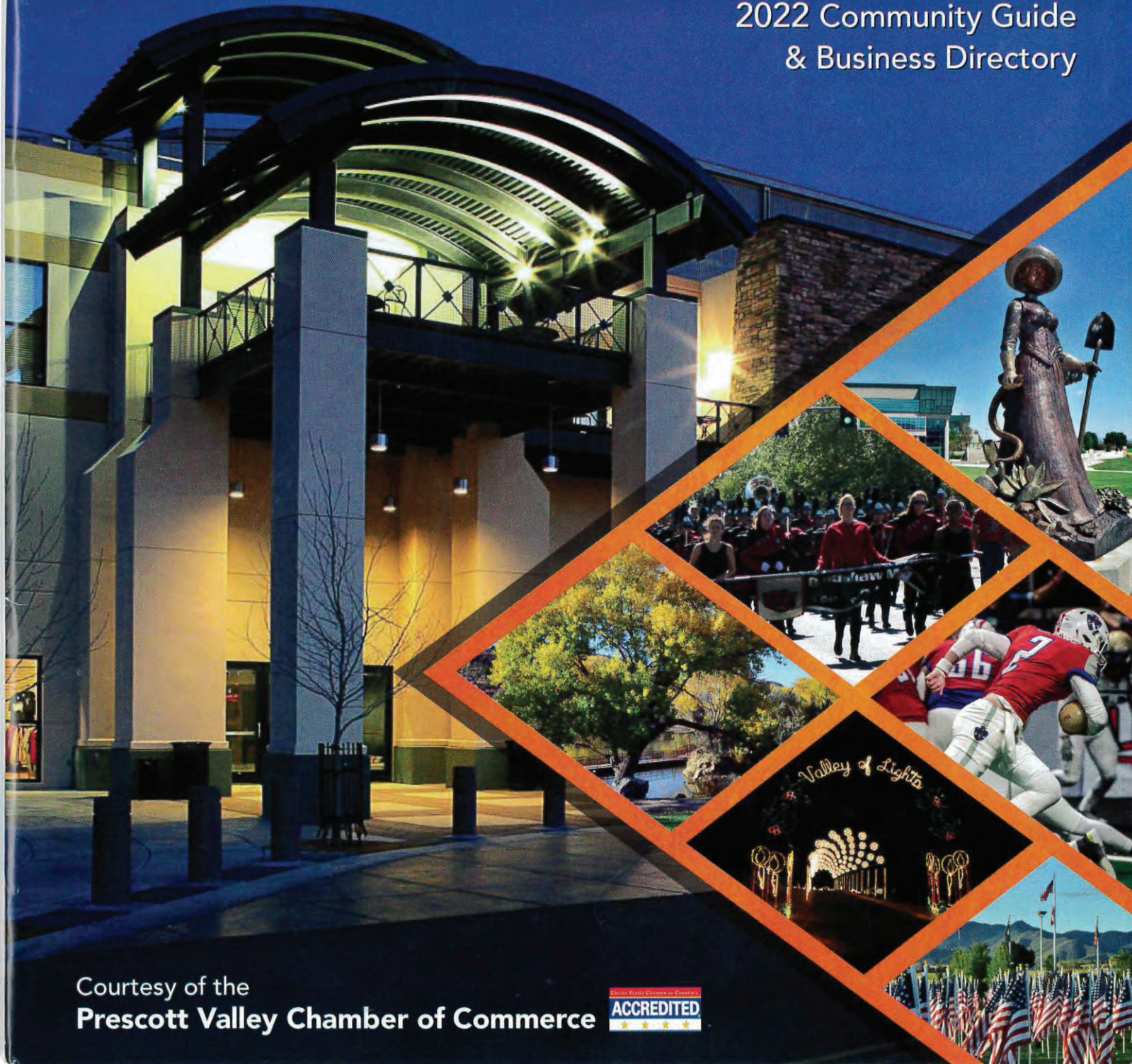
Kell Palguta, Mayor  
Town of Prescott Valley, Arizona



# PRESCOTT VALLEY

ARIZONA

2022 Community Guide  
& Business Directory



Courtesy of the  
**Prescott Valley Chamber of Commerce**





ARIZONA'S HOMETOWN  
RADIO GROUP



**TRAVELRADIO**   
**KUGO 102.5 FM**

**Attachment I**  
**Existing Contract for Single Billboard**

September 24, 2021

Sanford Cohen  
Arizona's Hometown Radio Group  
3755 Karicio Lane #2-C  
Prescott, AZ 86303  
sanford@kppv.com

Re: Rent increase on sign on Gurley

Dear Sanford:

Pursuant to the Addendum to your Lease, your rent was to go up 2% on February 1, 2021. I did not raise it due to the pandemic. However, for the remainder of 2021, your rent commencing November 1, 2021, shall be \$262. Please acknowledge this rent increase via reply to my email. The rent will then go up the annual 2% on February 1, 2022. Thank you.

Also, last year I requested a copy of your certificate of insurance for general public liability insurance in an amount not less than \$300,000 naming CTF Properties Ltd Partnership as an additional insured. I still need that certificate please.

Sincerely,

A handwritten signature in cursive script that reads "Maria Townsend". The signature is written in black ink and is positioned above the printed name and title.

Maria Townsend, General Partner  
CTF Properties Ltd. Partnership

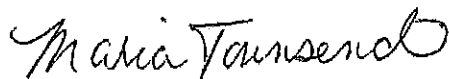
**ADDENDUM TO LEASE  
KPPV & KQNA c/o SANFORD COHEN**

This is an Addendum to that certain original lease dated October, 1995, which expired on October 31, 1998, and then defaulted to a month to month basis.

The Lessee, Sanford Cohen, wishes to continue the lease for a term of five (5) years, commencing on the 1<sup>st</sup> day of March 2014, and terminating at midnight on the 28<sup>th</sup> day of February, 2019.

1. The rent commencing March 1, 2014 shall be \$181.00 per month, which amount shall be due on or before the first day of each month.
2. All other terms and conditions of the current lease are hereby incorporated by reference and remain unmodified.

LESSOR:



\_\_\_\_\_  
Maria Townsend, General Partner,  
C-T-F Properties Ltd. Partnership

LESSEE:



\_\_\_\_\_  
Sanford Cohen,  
KPPV & KQNA

Dated: February 23, 2014

Dated: \_\_\_\_\_



**Attachment J**  
**Photo of Existing Billboard**

THANK YOU CITY OF PRESCOTT  
FOR NAMING US "PRESCOTT'S BEST"



ARIZONA'S HOMETOWN RADIO



[AZHOMETOWNRADIO.COM](http://AZHOMETOWNRADIO.COM)

**Attachment K**  
**Photos of T-Shirts, etc.**





94.7 COTTONWOOD/QUAD CITIES  
**JACK fm**  
playing what we want  
95.7 LAKE HAVASU CITY/PARKER



CATTLE COUNTRY  
103.1 FM PRESCOTT

KQNA 95.5 FM  
PRESCOTT VALLEY • COTTONWOOD



**TRAVELRADIO**  
**KUCO 102.5 FM**

ARIZONA'S HOMETOWN  
RADIO GROUP



PORT AUTHORITY®

LAUREN  
M  
MADE IN  
VIETNAM







PORT PRITY

KPPV 106.7FM  
CATTLE COUNTRY  
KQNA 1130 AM  
NEWS TALK SPORTS  
ARIZONA'S HOMETOWN RADIO GROUP







**Attachment L**  
**Photo of A-Frame Sign**



MENARDS  
10' x 10' x 10'  
10' x 10' x 10'  
10' x 10' x 10'  
10' x 10' x 10'  
10' x 10' x 10'

BALLAST WITH BALLS



**KPPV 106.7 FM**  
**"The Mix"**

**LIVE**  
**BROADCAST**



**Attachment M**  
**Photo of Pen**



106.7 FM  
KRPV

**Attachment N**  
**Photo of Keychains**





**KPPV**  
**106.7FM**

**100.7 FM. FLAGSTAFF**

**Attachment O**  
**Photo of Car Shades**







**Attachment P**  
**Photo of Note Pads**



ARIZONA'S HOMETOWN RADIO GROUP

**Attachment Q**  
**Photo of Pint Glass**



**the Mix**  
**KPPV**  
**106.7FM**  
100.7 FM • FLAGSTAFF  
**35 YEARS**  
**1985-2020**

**KQNA**  
**1130 AM**  
**NEWS•TALK**  
**SPORTS**  
99.9 FM PRESCOTT CHANDLER 95.5 FM TUCSON  
CAPITOL 103.1 FM

ARIZONA'S HOME

**JUAN**  
**107.1 FM**  
¡TOCANDO LO QUE GUSTA!

**Attachment R**  
**Photo of Banner**







**Attachment S**  
**Photo of Interior Sign**

**KPPV 106.7 FM  
KPKR 95.7 FM  
KUGO 102.5 FM  
BROADCAST  
OPERATIONS**

**GREGORY SCOTT  
Program Director**

**Attachment T**  
**Photo of Exterior Sign**





**Attachment U**  
**Photo of Conference Room Wall**

**TRAVELRADIO**  
**KUGO 102.5 FM**



CATTLE COUNTRY



**ARIZONA'S HOMETOWN RADIO GROUP**



**Attachment V**  
**Photo of Signage for Remotes**

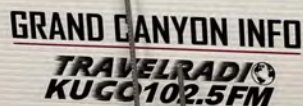




# PRIVATE EVENT



ARIZONA'S HOMETOWN RADIO GROUP









**KPPV 106.7 FM**  
**"The Mix"**

**HERE NOW!**

