



KEYT NewsChannel 3 - KKFX Fox 11 News

730 Miramonte Drive, Santa Barbara, CA 93109
www.keyt.com | www.myfox11.com
O. (805) 882-3933 F. (805) 882-3914

September 28, 2016

Re: Unauthorized Use of KEYT-TV News Content

Dear Sir or Madam:

NPG of California, LLC, owner of station KEYT-TV, Santa Barbara, California ("KEYT"), is the creator and owner of certain news content currently being used, without KEYT's permission, in political advertisements on behalf of Justin Fared for Congress. The political advertisement features the voice and likeness of KEYT managing editor and news anchor C.J. Ward presenting a news story concerning remarks made by Salud Carbajal about the city of Lompoc. A copy of the political advertisement at issue is located at this website: <http://tbf.me/a/9SD6T>.

KEYT has not authorized or consented to any such use of its copyright protected news content in this political advertisement. Furthermore, neither KEYT nor C.J. Ward have authorized or consented to the use of Mr. Ward's voice and likeness in this manner.

In addition to being a violation of law, the use of KEYT's news content and the voice and likeness of its anchor also undermines the trust KEYT has built with its viewers. Maintaining the objectivity of its news operations is of the utmost importance to KEYT. For this reason, KEYT does not support or oppose any candidate for office in this election cycle. The use of KEYT's news story and its anchor in this political advertisement gives viewers the false impression that KEYT supports Fared and opposes Carbajal—which is not the case. KEYT takes no position in this political race.

The purpose of this letter is to demand that you and/or the Justin Fared for Congress campaign committee immediately cease and desist from the unauthorized use of KEYT's copyright protected content and the unauthorized use of the voice and likeness of KEYT's managing editor and anchor C.J. Ward. If you and/or the Justin Fared for Congress committee fail to do so, KEYT may take appropriate legal action to protect its rights.

KEYT reserves all rights and claims with respect to this matter.

If you have any questions, please do not hesitate to contact me.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'Mark Danielson'.

Mark Danielson
General Manager, KEYT-TV