



629 Downard Road Zanesville, OH 43701  
740-452-5431 Sales Fax 740-452-5675  
whiznews.com

7/1/2020

## **Political Broadcast Advertising Disclosure Statement**

### Introduction

The following describes the political advertising policies of Station WHIZ-TV, adopted in compliance with requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission. The policies apply to purchases of advertising time for "use" by a legally-qualified political candidate. A political advertisement or program involves a "use" if it includes a clearly identifiable simultaneous photographic or similar image (must appear for a period of at least 4-seconds) of the candidate and a clearly readable printed statement, identifying the candidate and stating the candidate has approved the broadcast and that the candidate's authorized committee paid for the broadcast. All candidates must comply with the requirements of the Bipartisan Campaign reform Act of 2002 (BICRA 2002) as they may be applicable at the time a candidate advertisement airs.

### Lowest unit Charge/ Comparable Charge of Statement Policy

Candidates may purchase time at the lowest unit charge or at higher negotiated rates (subject to issuance of rebates). The lowest unit charge is the lowest per-spot price paid for the same class and amount of time during the same time period. In calculating the lowest unit charge (LUC), the station will take into account of rates for spots which are sold as part of packages.

During the 45-day period before a primary election and the 60-day period before a general election (the "Pre-Election Window"), the Station will sell spot announcement time to political candidates on the same terms and conditions, including discount and other privileges, as are available to its most favored commercial advertisers.

Pursuant to the BICRA 2002, no federal candidate will be offered the Station's LUC, unless the candidate provides the station with a certification that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(B) of the Communications Act as amended by the BICRA of 2002.

#### Definition of Use

The Station defines "use" as a non-exempt positive appearance on air by a legally qualified candidate whereby either the candidate's picture is identified or "readily identifiable by the viewing audience. A photo of the candidate in the ad is sufficient to qualify the ad as a "use".

#### Good Faith Estimate of Charge

The LUC and comparable charges reflected in this statement constitute the Station's best good faith estimate of the LUC and comparable charges for various classes of time offered. It is often impossible to determine the LUC and comparable charge until after the ad has been broadcast. In those cases WHIZ-TV will, upon request, provide all appropriate additional information.

#### Classes of Time and Rates

Legally qualified candidates may purchase time on the attached chart subject of availabilities. The base availability is a 30-second ad (including sponsorship identification). Ad time is available in other lengths of 10, 15 and 60-seconds. Ten second spots are 50% of the 30-second rate, 15's are 65% and 60's are 200%. (See attached Rate Guide)

Fixed and Direct Response time will be available for purchase by candidates, subject to negotiation on the same terms as commercial advertisers. Avails and rates will be provided to candidates for these period/classifications on the same basis as to commercial advertisers. The following classes of spot announcements, each of which has a separate rate structure and LUC.

Fixed: Spots will run in a specific time break or period where ordered with various days of pre-emption notification: Fixed Non Pre-emptible, Fixed Pre-emptible two days notice, Fixed Pre-emptible one day notice, Immediately Pre-emptible

R.O.S. : Run of Schedule spots based on various packages non fixed immediately pre-emptible

Direct Response: 30, 60, 90, 120-second spots tagged with toll free numbers with an offer urging immediate response. Prices based on length and time period and run a 25% chance of being "pre-empted" by a fixed rate spot. Chances of pre-emption vary with the demand of the marketplace. You may inquire at the time of your order as to your chance of pre-emption.

It is the Station's policy to sell political advertising on Election Day until 6PM.

All commercials and programs are fully commissionable to recognized agencies at 15%. Candidates who purchase time without use of an agency will be extended a 15% discount.

The Station may also make available other rotations upon request, and may negotiate special advertising packages (combinations of spots in various classes or rotations) tailored to suit the particular needs of individual candidates. The Station may also engage in special promotions and if so, it will make such promotions available to political advertisers upon request. Please note that in calculating the LUC, the Station will take into account the rates for spots which are part of packages sold to commercial advertisers, and candidates who purchase time for use during the Pre-Election Window do not need to purchase packages in order to gain the advantage of package pricing.

The Station will, on appropriate request and consistent with applicable federal requirements, make program time available for use by legally-qualified federal political candidates. If program time is desired, please contact the station directly for current availability and rates. All station sales of time for use by political candidates are subject to federal equal opportunities and reasonable access requirements.

### Comparable Charge

If candidates purchase time for broadcast outside the statutory Pre-Election Window, rates and conditions of sale will be comparable to those charges and applied to commercial advertisers. Avails and rates will be provided to candidates for these periods on the same basis as to commercial advertisers. Candidates are not entitled to the LUC for time purchased for use outside the Pre-Election Window, but will be sold time at rates comparable to those paid by commercial advertisers. Volume discounts and similar discount privileges are available to candidates only on the same basis they are available to commercial advertisers during those periods. Rebates will be available only if required by equal opportunities and comparable rate requirements. The Station's policies concerning make goods, the availability and pricing of package plans and other sales practices will be applied to political advertisers during non-window periods on the same basis as to commercial advertisers. Candidates purchasing time for broadcast outside of Pre-election Windows should inquire if they have additional questions about the Station's policies during these periods.

### Audience Delivery Guarantee

The Station will provide "make-goods" prior to the election for candidate spots purchased during the pre-Election Window which are pre-empted because of the nature of the time purchased, and will make every effort to provide a make-good in the same daypart or program purchased. However, it cannot guarantee any advertiser that make-goods will be provided in the time period originally ordered. If inventory constraints preclude identical scheduling, the Station will offer make-goods in time period(s) of equal or greater value, or, if the candidate prefers, will issue credits or rebates. Direct response spots lost technically or because of pre-emption are not made-good. Every effort is made with all other spots to schedule make-goods on a time-sensitive basis, but this cannot be guaranteed. Station does not guarantee delivery of rating point or audience. However, if under delivery can be documented, the Station will make efforts to compensate. All cases of under delivery are treated on an individual basis.

### Separation Policy

Station expects all federal candidates to comply with the requirements of the BICRA 2002 as they may be applicable at the time a candidate's advertisement airs. These requirements include sponsor identification. It is the responsibility of the candidate, and not the Station, to ensure that each candidate ad complies with applicable federal requirements. At minimum, all political announcements and programs must include sponsor a identification announcement which fully and accurately identifies the organization or individual which has paid for the commercial, using the terms "paid for by" or "sponsored by." Such sponsorship identification must be visual, must last a least four seconds, and must use letters which are all at least 4% of vertical picture height. If an announcement or program does not include the required sponsorship identification, the Station will add the necessary information and charge the candidate production charges in accordance with it's practices applicable to commercial advertisers. For a federal candidate to receive LUC, all advertisements that refer to opposing candidates must contain a printed statement that is displayed with a candidate picture. the printed statement must identify the candidate, state that candidate approved the broadcast, and state that the candidate and/or the candidate's authorized committee paid for the broadcast.

### Ordering Deadlines

All advertising contracts and production materials should arrive at the Station 48-hours in advance of broadcast in order to ensure compliance with sponsorship identification requirements, Station technical standards and the provisions of this policy. orders to begin during a weekend, should be places with payment no later than Thursday, 12 Noon before the scheduled weekend. Candidates should be aware that, unless a contrary result is demanded statutory requirements, orders for the purchase of time made after 12 Noon on the Thursday preceding Election Day, may not be filled due to lack of availabilities. The earlier an order is place, the greater the scheduling option will be.

### Contact Information

The Station maintains a public inspection file at 629 Downward Road Zanesville, Ohio 43701, which includes certain required information concerning political advertising. This file is available for public inspection and copying during regular business hours , Monday-Friday, 9AM-5PM.

### Traffic Department

WHIZ-TV Traffic Department  
Attn: Denise West  
629 Downward Road  
Zanesville, Ohio 43701  
dwest@whizmediagroup.com

### Payment and Credit Policy

Payment in full is due at the time of the order or no more than one week prior to the start of the schedule. No scheduled time shall be considered firm until the Station has confirmed and accepted the order and payment is received. All payments must be made by check, cash or money order. All political advertisers must provide complete information concerning the entity or individual who is paying for the advertisements, including the identity of it's chief executive officers or member of it's executive committee or board of directors.

### Reserved Right of Station to Recapture Time

WHIZ-TV reserves the right to cancel or modify any sales of item made or contract entered into for the sale of time on the Station, pursuant to the Communications Act of 1934, to satisfy the "equal opportunity" requirements of all legally qualified candidates and the "reasonable Access" requirements of all legally qualified federal candidates. Where such cancellations or modifications are necessary, advertisers will be advised and rebates, schedule changes, or other adjustments will be made as may be appropriate.

Not Offer to Sell

This document does not constitute an offer to sell time, nor is it a contract; rather, it is a statement of the policies which this station, in good faith, attempts to follow in connection with the sales and placement of political advertising. The terms of any actual sale of time are contained in our sale contracts and none of the matters contained in this disclosure statement are incorporated by reference in the sale contract.

Further Information

We are pleased to provide, upon request, further information about our rates, advertising policies, advertising packages, and advertising plans. We encourage prospective political buyers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on our station to enable you to make the most cost efficient and effect advertising decisions.

Signature Gregory R. Herbert

Title Candidate

Campaign Comm To Elect Greg R. Herbert

Date 10/16/20