

Radio Stations:

Cumulus **Cumulus Media**

**WBMQ-AM, WIXV-FM, WTYB-FM, WJCL-FM, WZAT-FM, WJLG-AM, WEAS-FM**

Date:           **01/25/2014**

## **POLITICAL DISCLOSURE STATEMENT**

The following sets forth the policies and practices of Cumulus **Savannah** (the "Station") regarding the sale of time to candidates for public office. The Station reserves the right to revise these policies to the extent necessary to meet requirements of the Federal Communications Commission ("FCC") and the Federal Election Commission ("FEC"). All Federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002. Candidates and their representatives are encouraged to contact the Station if further information is needed on any of the subjects discussed below.

### **1.     Policy Applies to "Uses"**

These policies apply only to "uses" by candidates; that is any "positive" (as contrasted with "negative") candidate appearance, by voice or picture, in a non-exempt program. Equal opportunities apply to those uses also. These policies are not applicable to material provided by independent political action committees or to non-candidate authorized "issue" advertising.

### **2.     Reasonable Access for Federal Candidates**

All legally qualified candidates for federal offices are entitled to reasonable access to the Station's facilities for the purchase of time during an election campaign. While the Station retains the ultimate discretion to determine the amount and placement of time sold to meet the needs of federal candidates, the Station will consider all requests for time and be available to make reasonable accommodations with respect to such requests in light of all relevant circumstances applicable to the candidate and the Station.

Candidates for non-federal offices are not entitled to reasonable access, and therefore they should contact the Station to determine the extent to which the Station is planning to accept spots for candidates competing in non-federal election races.

Purchases of time for both federal and non-federal candidates may be subject to the "equal opportunities" rights of opposing candidates in accordance with federal law.

c. Where the purchase is made by a corporation, committee, association or other non-incorporated group, a list of the entity's chief executive officers or members of the executive committee or board of directors is required.

d. Where doubt exists, satisfactory proof that the candidate is "legally qualified," as that term is defined by the FCC.

e. Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.

f. Deadlines for all commercial material, time orders and contract changes are as follows:

<u>For Spots Airing On</u>	<u>Deadline</u>
Monday	<b>Friday at 10 am</b>
Tuesday	<b>Monday at noon</b>
Wednesday	<b>Tuesday at noon</b>
Thursday	<b>Wednesday at noon</b>
Friday	<b>Thursday at noon</b>
Saturday-Sunday	<b>Friday at 10 am</b>

Copy changes for the Saturday, Sunday and Monday immediately preceding election day will be accepted up to **Friday at 10 am**

g. We will air political advertisements on Election Day up until 8pm local time although we will limit buys to one spot per hour on Election Day to ensure reasonable access to all candidates.

Failure by a political adviser to fulfill all requirements in advance of the deadlines may result in preemption of some or all announcements or programs previously cleared.

h. Confirmation of broadcast or changes to schedules as ordered will be sent to the political advertiser and placed in the Station's Public File as soon as possible. Access to Station's public file is available, in person, during regular business hours. M-F, [9am – 5:00pm]. Copies of materials are available at \$.50 per page.

## **5. Other Requirements; Credit Policy**

All political orders must be accompanied by a signed and completed Agreement Form for Political Candidates in form satisfactory to the Station.

Unless the candidate, the candidate's campaign committee or the candidate's agency has established an acceptable credit history with the Station and will accept full responsibility for all air time and production charges pertaining to the candidate, net cash

advertisers: (1) where the value of such merchandise is negligible (“de minimis”) or (2) where the non-cash incentive plans or promotions reasonably imply a relationship between the Station and the advertiser.

If a candidate is interested in promotional tie-ins, please call the Station for opportunities and details.

**9. Agency and Candidate Commissions**

The Station customarily provides a 15% discount for advertising purchases made by an advertising agency. Political candidates and authorized campaign committees who purchase time for a “use” during the “lowest unit charge” periods without an advertising agency will be extended a 15% discount.

**10. Make Goods**

The Station will use reasonable efforts to provide “make good” spots prior to the election for candidate “use” spots that are preempted due to technical problems, program preemptions, or because of the nature of the Class of Time purchased. Depending on the class of time purchased, make goods may or may not be provided in comparable programming and/or before the end-date of the contract. If make goods are not acceptable to the advertiser, the Station will provide credits or refunds for preempted spots, at the option of the candidate.

**11. Rebate Policy**

In the event that the Station broadcasts advertising time for a particular length and class of time in a particular time period at a rate which is lower than the rate charged a candidate for a “use” (as defined above) of the same amount and class of time in the same time period, the Station will afford the candidate the benefit of the lower rate by means of a rebate or a credit against future purchases, as determined by the candidate.

**12. Sponsor Identification**

The Station expects all federal candidates to comply with the requirements of the Bipartisan Campaign Reform Act of 2002. These requirements include new sponsorship identification requirements. It is the responsibility of the candidate, and not the station, to ensure that each candidate ad complies with applicable federal requirements. At a minimum, all spots and programming must comply with the sponsorship identification requirements of Section 317 of the Communications Act and applicable rules of the FCC and Federal Election Commission.

For a federal candidate to receive the lowest unit charge for the class of time purchased, all ads that refer to opposing candidates must contain a statement that is read by the candidate which identifies the candidate, states that the candidate approved the

Act, provides the sole and exclusive remedy for such complaints.

**THIS POLICY IS SUBJECT TO CHANGE.**

### **EXHIBIT 1**

#### **CLASSES OF TIME**

We offer the following classes of advertising to all advertisers.

If any advertiser wants to know the chances of pre-emption for any class of time, we will provide its best good faith estimate of the odds of pre-emption at the time an advertising schedule is placed.

#### Fixed:

Ads are scheduled to air in a particular daypart and/or specific days.

Fixed ads may not be pre-empted in favor of any other ad and will air as scheduled other than in instances of unforeseen program changes, technical difficulties, or to comply with federal regulations.

The odds of pre-emption are minimal.

#### Pre-emptible with notice:

Ads are scheduled to air at the station's discretion in the particular program, time period, daypart, or day specified by the advertiser. These ads may be pre-empted in favor of other ads purchased in a higher class of time. Should a pre-emption occur, the political advertiser will be notified at least one (1) day prior to the originally scheduled spot time, and station will make every effort to provide a make-good

on request.

Policies contained in this Disclosure Statement are subject to change without notice in our discretion due to programming or format changes, or to conform to rules, policies, or guidelines set forth by the FCC.