



999 Waterside Drive Suite 500 Norfolk, VA 23510 757-640-8500 Fax 640-8552

Sinclair Communications t/a

WNIS, WTAR, WNOB, WUSH and WROX-FM

#### Political Policy, Procedure, and Disclosure Statement

- Political rates are for legally qualified candidates only, defined as a person who has publicly announced an intention to run for a given office and can actually be voted for. The burden of proof in determining qualification is always on the candidate requesting airtime.
- The candidate's voice must be included in the pre-recorded political advertising.
- All political commercials must identify that the spot is "paid for" and by whom.
- Station political rates are based on the lowest unit rate for each prescribed time period. Non-preemptible rates are available upon request.
- Political advertising is available on a first come first serve basis. All stations are limited in the number of commercials they air; therefore, placement of airtime is subject to what is available at the time the schedule is placed.
- The "political window" pertains to all legally qualified political candidates purchasing advertising time on WNIS, WTAR, WNOB, WUSH and/or WROX-FM radio during the 45-day period prior to Primary Elections and 60-day window preceding the General Election. Only advertising airing within this window qualifies for political rates.
- All political advertising must be paid for in advance, before any commercials air.

All questions concerning these policies and procedures should be directed to  
Lisa Sinclair, General Manager.  
(757) 222-2902