

KNDD/KNDO 2014 POLITICAL TIME
WASHINGTON GENERAL ELECTION 2014
SALES POLICIES

Revised 6-16-2014

The following sets forth the policies and practices of Station KHQ-TV regarding the sale of political time for the 2014 Washington General Election (Nov. 4 2014).

1. **Applicability:** These policies apply only to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees or to non-candidate: "issue" advertising. Spot rates current to the airdates will be charged for schedules for Initiatives, Referendums, Levies and PAC's.
2. **Access:** Station may at its option offer or decline to offer advertising to state or local candidates for a particular office, provided that all candidates for a particular office are denied equally. Federal Candidates will be provided with reasonable access to the station's programming. Candidates may request specific programming and the Station will negotiate specific requests.
3. **Sponsorship Identification:** All ads must comply with the identification requirements of Section 317 of the Communications Act. For a candidate to receive the lowest unit charge for the class of time purchased, all advertisements that refer to the opposing candidates must contain a printed statement that is displayed with a candidate picture and must identify the candidate, state the candidate approved the broadcast, and state the candidate and/or candidate's authorized committee paid for the broadcast. The identification of the sponsor must also include political party affiliation and office sought by candidate, name of candidate, referendum, initiative or levy. A video identification of at least four (4) seconds in duration with letters equal to or greater than four (4) percent of the vertical picture height is required. If a political announcement does not contain proper sponsorship identification, the station reserves the right to add the appropriate material at the advertiser's expense.
4. **Orders:** Orders for political time will not be considered firm for broadcast clearance until the following have been provided:
 - a) Completed and signed Agreement Form for Political Candidates.
 - b) For agencies/candidates without established credit, political orders will be booked, (placed on avail sheet) however, not finally confirmed for broadcast until the Station has the check in hand. Unconfirmed spot schedules will be subject to preemptibility at the Station's discretion.
 - c) Where a corporation, committee, association or other unincorporated group makes the purchase, a list of the entity's chief 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) Advance orders for schedules of political advertising will be subject to reconfirmation 30 days preceding start of schedule.
 - g) Commercial materials along with written instructions for their use should be submitted to the Station as soon as possible to ensure proper airing. Station accepts videotapes, DVD or Electronic Delivery Systems (DG, System or Fast Channel).
 - h) Deadlines for all orders and contract changes are as follows: (Due date will depend on the day the order starts as outlined below)
 - Monday – by 4p Thursday prior to order
 - Tuesday – by 4p Friday prior to order
 - Wednesday – by 4p Monday prior to order
 - Thursday – by 4p Tuesday prior to order
 - Friday – by 4p Wednesday prior to order
 - Saturday – by 4p Wednesday prior to order
 - Sunday – by 4p Thursday prior to order

Deadlines for all commercial Material & Traffic are as follows:

Monday at 2pm for a Wednesday start
Tuesday at 2pm for a Thursday start
Wednesday at 2pm for a Friday start
Thursday at 2pm for a Saturday start
Friday at 2pm for a Sunday, Monday or Tuesday start

The station does not maintain staff to accept orders on the weekend prior to the election.

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