



**WTTS / WGCL / WTTS HD2  
POLITICAL DISCLOSURE STATEMENT  
&  
ADVERTISING GUIDELINES**

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**NOVEMBER, 3 2020 GENERAL ELECTION**

**ELECTIONS AND CARRIAGE:**

**1. WTTS will sell time for political “uses” (as defined herein) only to:**

- a. Legally qualified candidates for the offices set forth below:**

**COUNTY/LOCAL: City of Indianapolis – Mayor, City Council – District 1 through 25.**

- b. Their authorized campaign committees.**
- c. Officially recognized political party committees at the city, county, state and national level.**

**WGCL and WTTS HD2 will sell time for political “uses” (as defined herein) only to:**

- a. Legally qualified candidates for the offices set forth below:**

**COUNTY/LOCAL: Monroe County: City of Bloomington - Mayor, City Council Member At-Large, City Council Member – Districts 1, 2, 3, 4, 5 and 6;**

- b. Their authorized campaign committees.**
- c. Officially recognized political party committees at the city, county, state and national level.**

**Although the stations will consider selling advertising time sponsored by non-candidate individuals, independent political action committees or organizations, and for non-candidate political or issue advertising, such announcements do not qualify for lowest unit rates and are sold at the stations’ discretion and at regular commercial rates. Please contact the Director of Sales identified below for rates and availabilities.**

1. For the November General 2020 Election, WTTS will sell advertising time for the political “uses” (as defined herein) to promote candidacies for the following Federal and State offices.

**Federal:** U.S. House of Representatives

**State:** State Senator, State Representative, Governor

2. For the November 3<sup>rd</sup>, 2020 GENERAL ELECTION, WTTS, WGCL and WTTS HD2 will sell advertising to promote candidacies for county and local level.

**Maximum weekly allocations of time for non-Federal candidates on each station (whether purchased directly by the candidate or by the candidate’s authorized campaign committee or a recognized party committee) are as follows:**

**STATE and LOCAL: WTTS – All designated offices, a maximum of 15 AAA commercial announcements per candidate per week (Monday through Friday).**

**STATE and LOCAL: WGCL and WTTS HD2 – All designated offices, a maximum of 30 AAA commercial announcements per candidate per week (Monday through Friday).**

**All spots must comply with the sponsorship identification requirements and other requirements of: (a) Indiana law and applicable rules; (b) Section 317 of the Communications Act and applicable FCC rules; and (c) in the case of Federal candidates, with the Bipartisan Campaign Finance Reform Act of 2002 (“BCRA”) and applicable Federal Election Commission rules. Each spot must state that it is “paid for” or “sponsored by” the entity actually paying for the time. If spots do not contain the identification required under applicable regulations, the stations reserve the right to add appropriate identification within the purchased time length of the spot (regardless of prerecorded copy), and to bill the candidate for any production costs incurred by the stations.**

**No political advertising time will be sold on Election Day, November 3<sup>rd</sup>, 2020.**

**In accordance with established station policies, in the performance of all station advertising agreements, Sarkes Tarzian, Inc. requires that each party not discriminate on the basis of race or ethnicity.**

**SPOT TIMES:**

**Spot time is available in 30 or 60 second “use” announcements (that is, a “positive appearance of a candidate whose voice is either identified or is identifiable” in connection with the candidate’s campaign and sponsored or authorized by the candidate or the candidate’s authorized campaign or party committee) during the times and days indicated on the attached rate cards for the price indicated for each specified class of time, applicable during the “lowest unit rate” period extending from Friday, September, 4, 2020 – Monday, November, 2, 2020; pricing for other time periods not subject to “lowest unit rates” or in which the candidate’s voice is not heard will be**

provided upon request. Please contact the station's Sales Manager listed below to discuss availabilities and cost. All spots are scheduled at the discretion of each station within the day and time parameters listed. Generally, the earlier the order is placed, the greater the scheduling options available. Best Time Available ("BTA") spots will run within the selected rotations, but no specific day or time parameters can be specified or assured at the time of scheduling or otherwise.

Political advertisements will run within the parameters scheduled unless circumstances beyond the control of a station (for example, power failure) interrupts the normal broadcast schedule; in the event a spot does not run as scheduled, the station will consult with the candidate for either a replacement schedule, credit, or a refund.

The stations frequently sell time to commercial advertisers in packages, and may offer certain value-added options and other promotional opportunities to commercial sponsors. Details about these packages will be provided upon request. If an announcement qualifying as a "use" is scheduled to air during "lowest unit rate" periods, eligible political candidates may purchase packages that include value-added elements in conjunction with commercial spots on the same terms as offered to commercial advertisers, including website links and advertisements. As permitted by the FCC, certain sales packages, such as remotes, and some value-added elements and non-cash incentives of *de minimis* value or which would imply a relationship between a station and an advertiser, available in some commercial package plans, are not available to candidates. All other packages that are made available to commercial advertisers are available to political candidates; during the "lowest unit rate" period from Friday, September 4<sup>th</sup> 2020 – Monday, November 2<sup>nd</sup>, 2020 rates for announcements which are "uses" are available at the resulting "lowest unit rate" for each day-part and rotation derived from the most favorable package, regardless of whether a candidate buys an entire package or an individual spot.

#### **RATES:**

Spots entitled to "lowest unit rates" will be sold to legally qualified candidates and their authorized campaign committees during the period of Friday, September 4<sup>th</sup>, 2020 – Monday, November 3<sup>rd</sup>, 2020. No political advertising time will be sold on election day, Tuesday, November 3, 2020. Political advertisements which are "uses" which run before September, 4, 2020, will be sold at rates comparable to prevailing commercial rates. All announcements not qualifying for lowest unit rates are sold at commercial rates whenever carried. All rates are gross and commissionable.

The rates reflected in the attachment to this material are current estimates of the stations' lowest unit rates for political "uses". The actual "lowest unit rate" may not be determined until after a particular spot has aired, and, if appropriate, credits or rebates will be provided. A legally qualified Federal or State candidate may not be eligible to receive the lowest unit rate unless the candidate provides to WTTS/WGCL/WTTS HD2 the written certification required under BCRA and adheres to that certification throughout the campaign.

#### **ORDER POLICIES:**

**All political orders must be accompanied by a signed and completed Agreement Form for Political Candidate Advertisements (NAB PB-17).**

**We require all new advertisers and all advertisers in volatile businesses or those whose operations are intermittent or of limited duration, including political candidates, to pay for all spots in the form of certified or cashier's check, money order, wire transfer or cash in the full amount of the schedule being ordered in advance of the schedule's commencement. All payments must be received by WTTS/WGCL/WTTS HD2 no later than 24 hours prior to air date.**

**All audio must be received by the WTTS/WGCL/WTTS HD2 Traffic Department no later than 24 hours prior to air date. Audio for schedules commencing on Saturday, Sunday or Monday must be received no later than noon on the Friday prior to air date. WTTS/WGCL/WTTS HD2 cannot guarantee make-goods for schedules which do not air due to a delay in receipt of audio.**

**The stations produce commercial announcements. Specific information and rates can be provided by the Director of Sales as identified below.**

**All questions should be addressed to Tony Severino, Director of Sales, WTTS/WGCL/WTTS HD2 at (317) 972-9887 ext. 5567 or Duncan Myers, Bloomington Sales Manager, at (812) 332-3366 ext. 3676**

## **ACKNOWLEDGMENT OF RECEIPT**

I, \_\_\_\_\_, am an authorized member of  
\_\_\_\_\_,  
and have authority to place political advertising with Sarkes Tarzian, Inc. on behalf of  
\_\_\_\_\_, a legally qualified candidate for public office. In  
that capacity, I acknowledge receipt and understanding of the stations' foregoing  
Political Disclosure Statement on \_\_\_\_\_, 2020.

Signature: \_\_\_\_\_

**CANDIDATE CERTIFICATION FORM**

I, \_\_\_\_\_, hereby certify that the programming to be broadcast on station \_\_\_\_\_ will comply with the requirements of the Bipartisan Campaign Finance Reform Act of 2002 ("BCRA").

Specifically, I certify that the programming either:

\_\_\_\_\_ does not refer to an opposing candidate;

or

\_\_\_\_\_ does refer to an opposing candidate, but contains the mandatory BCRA disclosure statement, consisting of an audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast.

\_\_\_\_\_  
Signature of Candidate or Authorized Committee

\_\_\_\_\_  
Printed Name of Candidate or Authorized Committee

Dated: \_\_\_\_\_