

## **STATION CONTACTS FOR POLITICAL ADVERTISING REQUESTS & RATES**

**KELO-AM, KELQ-FM, KELO-FM, KQSF-FM, KRRO-FM, KTWB-FM, KWSN-AM**

Joel Gough  
605-271-5804  
joel.gough@mwcradio.com

Rachel Sundem  
605-271-5868  
rachel.sundem@mwcradio.com

### **EMERGENCY ACCESS WEEKEND BEFORE ELECTION**

Peter Tanz  
920-455-8377  
peter.tanz@mwcradio.com

### **STUDIOS AND OFFICES OPEN BY APPOINTMENT**

Midwest Communications, Inc.  
500 S. Phillips Ave.  
Sioux Falls, SD 57104

Lobby Hours, Monday To Friday 8:00 AM to 5:00 PM

# Nielsen: AM/FM radio triples the reach among voters who are light TV viewers

## Daily voter reach of light TV viewers



Source: Nielsen Media Impact/January 2020 campaign on January 2019 ratings. Television campaign represents broadcast television. Persons 18+ who are registered in district of residence.



# AM/FM radio is the best way to reach light TV viewers who are registered voters

## Registered voters in the United States

### Who: Significant audience

According to Nielsen

# 38%

of Americans who are registered voters are light TV viewers

### Challenge: Difficult to reach

Registered voters who are light TV viewers represent only

# 6%

of total TV time spent

### Solution: AM/FM radio

AM/FM radio reaches

# 90%

of light TV viewers who are registered voters

Source: Nielsen Scarborough USA+ (Current 6 Months Only) 2018 Release 2 Total (Dec 2017 - Nov 2018). TV Quintiles - National, 1<sup>st</sup> Quintile (heaviest), 4<sup>th</sup> & 5<sup>th</sup> Quintiles (light & lightest); Total Radio M-S 6am-mid cumc Base: Adults 18+ Registered to vote in district of residence



# Shifting 20% of a TV/digital/social buy to AM/FM radio generates a massive +15% increase in voter reach at the same budget

% of 18+ registered voters reached



Source: Nielsen Media Impact/January 2020 campaign on January 2019 ratings. Television campaign represents broadcast television and cable. Digital represents social and news. TV/cable digital properties. Persons 18+ registered district of residence.

## **POLITICAL ADVERTISING POLICY AND INFORMATION**

It is the intention of Midwest Communications, Inc. to comply fully with all applicable laws and regulations relating to the use of our radio Stations by legally qualified Candidates for public office. Our policies regarding political advertising are designed to meet all legal requirements. However, to the extent permitted by law, Midwest Communications, Inc. reserves the right to modify our political advertising policies at any time. The following is provided for general information and is not intended to be part or parcel of any advertising contract. Any advertising contract is governed by law and by its own terms.

**CANDIDATES FOR FEDERAL OFFICE.** We afford legally qualified Candidates for Federal elective office reasonable access to Midwest Communications' Stations by permitting the purchase of reasonable amounts of broadcast airtime. While Midwest Communications does not offer free time for political advertising, we make available for purchase by Federal Candidates, any class of time and any time-period available to commercial Advertisers. Federal Candidates may purchase any length of time Midwest Communications has offered to commercial Advertisers during the relevant pre-election periods. Midwest Communications, Inc. has no predetermined limitations on the amount of time a Federal Candidate may purchase or on the time of day in which Candidate announcements may appear.

Midwest Communications, Inc. intends to work individually with each Candidate in effort to meet their needs. In determining what constitutes "reasonable access", we consider such factors as the amount of time the Candidate has already purchased and/or used, the total number of Candidates in the race who are likely to buy time, the overall demand for political advertising on Midwest Communications' Stations and any potential programming disruption.

**STATE AND LOCAL RACES.** It is the policy of Midwest Communications to keep its listeners informed of opposing Candidates' viewpoints in state and local elections. Generally, Midwest Communications also sells time to legally qualified Candidates for non-Federal public office. However, Midwest Communications reserves the right to determine the amount of advertising we will sell to state and local Candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints of inventory, and potential programming disruption. Midwest Communications, Inc. may choose not to sell time at all for certain state and local races, or to limit the sale of time to certain state and local races, or to limit the sale of time to state and local Candidates to certain programs or dayparts.

**RATES FOR CANDIDATES.** During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the purchased use of Midwest Communications' Stations by legally qualified Candidates running in that election are not, under Federal law, permitted to exceed the lowest unit charge for the same class and length of announcement for the same time period. Whether a Candidate is entitled to the lowest unit charge of a particular spot depends on the date the spot airs - not when the order was accepted.

Because prices on Midwest Communications' Stations are subject to change, the lowest unit charge for a particular length of spot, class of spot and time periods may also vary during the 45-day and 60-day pre-election periods. In the event any legally qualified political Candidate is charged in excess of the applicable lowest unit charge, whether because of a post order change in the applicable lowest unit charge or for any other reason, Midwest Communications, Inc. will rebate the excess payment to the Candidate, or credit that amount toward future time purchase should the Candidate so desire.

The lowest unit charge does not apply to third party or independent expenditure advertising, even if the advertisement constitutes a "use" unless the advertisement is authorized by the Candidate. The "use" must be sponsored by the Candidate (or if not sponsored by the Candidate, must be authorized by the Candidate) to qualify for lowest unit charges.

**AGENCY PLACEMENT AND DIRECT PLACEMENT.** Midwest Communications' lowest unit charge is billed net. Agency rates will include the normal 15% agency commission.

**TYPES OF ADVERTISING SCHEDULES.** We are pleased to work with Candidates and their representatives to ensure that the Candidate is aware of and is able to make any purchase of time available to commercial Advertisers, according to the schedule the Candidate believes would be most advantageous. It is our policy to assist Candidates in making informed judgements as to their time purchase by alerting them to the options available. For that purpose, we provide the following information on the various types of purchases Midwest Communications' Advertisers may make.

**Length of Announcements.** Generally, Midwest Communications makes available for purchase airtime in 60 and 30 second lengths. Other lengths of time may be available.

**Class of Time.** Midwest Communications offers guaranteed and pre-emptible classes of time. Purchased commercials will air in the scheduled time-period, except in the event of unforeseen program changes or technical difficulties.

**Time Periods.** Individual spots sold can be scheduled to run in many different time periods or combinations of time periods. Generally, the prices of spots increase during time periods of high audience levels or high Advertiser demand.

**Current Rate Information** for all lengths and classes of time offered by Midwest Communications is provided to each person who requests information regarding political advertising on Midwest Communications Stations. In addition to the current "going rates", the Station will also provide its best, good faith estimate of the lowest unit rates upon any requests for information.

**News and Election Day.** Midwest Communications does not accept political advertising during newscasts. Midwest Communications does accept political advertising on Election day.

**Prerequisites to Broadcast.** For each political time order, a Political Broadcast Agreement Form (NAB PB-19) must be completed prior to broadcast. Advertising copy or completed commercials must be in the Midwest Communications' Station office at least 24 hours in advance of the first scheduled airing, or no later than the close of business Thursday for weekend airing. However, we will do our best to accommodate Federal Candidates' requests for reasonable access regardless of notice.

**Sponsorship Identification.** Under the rules of Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who sponsored an announcement or program. Candidates and their committees (or an outside party paying for the broadcast) must disclose the legal identity of the person or entity (or on behalf) making payment. If an outside party is involved, the identification must state whether the announcement was authorized by a Candidate or their committee. If a political announcement does not contain proper sponsorship identification, the Station is required to insert the appropriate language before allowing the spot to air.

**PREPAYMENT AND CREDIT.** All political orders, whether direct by the Candidate or through a recognized agency, are subject to normal Midwest Communications' credit policies. Advance payments should be made three days prior to the first scheduled broadcast.

**PRODUCTION FACILITIES.** Midwest Communications will make its production facilities available to Candidates and their representatives. All inquiries or requests concerning production time and facilities should be made through the Station Sales Manager.

**POLITICAL FILE.** We maintain a political file of all requests for broadcast time made by or on behalf of Candidates for public office. Together with material showing the disposition made by Midwest Communications of each request, any changes made, if the request was granted and the lengths, classes and dayparts purchased. We retain the record in our public file for two years. Public file information for Midwest Communications' Stations is available on the Station's website and at [publicfiles.fcc.gov](http://publicfiles.fcc.gov).

**LIST OF OFFICERS AND DIRECTORS REQUIRED.** Midwest Communications, Inc. requires any committee, association or group that is purchasing political advertising to furnish the **names, addresses and phone numbers** of its chief executive officers, members of its executive committee or members of its board of directors. Such lists must be furnished before Midwest will grant a request for time.

**EMERGENCY ACCESS.** For emergency access to our stations on the weekend before the election only, call Peter Tanz at 920-455-8377.

Midwest Communications, Inc., and its affiliate WRIG, Inc. do not discriminate on the basis of race, color, religion, gender, national origin, age, disability, or any other characteristic protected by Local, State or Federal law.