

From: KC Kelly

Sent: Wednesday, October 19, 2022 12:18 PM

To: barbara edmonds <bakedmonds@gmail.com>

Subject: Barbara Edmons: candidate for election to Clewiston City Commission-General Election political advertising rate card-WAFC & WLMX

Barbara,

Per your request, attached is the General Election political rate card, which includes political rates for the stations that reach the City of Clewiston area, WAFC Pure Country and WLMX, Radio Fiesta. Per our conversation, we are only offering :60 second spots for political advertising, at the time frames listed on the rate card. Candidate political spot rates are the LUR(lowest unit rate) listed on the rate card and are available to legally qualified candidates. Please review the political rates and decide what date you want to start your political advertising, what days of the week you would like to air, the number of spots per day you would like to air and the time frames you would like to air each day. Once I have this information, I can prepare the ad contract and NAB Political Candidate Advertising Agreement form and have it ready for you to sign. Let me know what day/time you would like to come in to schedule your political advertising and sign the political paperwork. I am in Clewiston station office on Mondays and Wednesdays and in Immokalee station office on Tuesdays/Thursdays/Fridays. We will also have to schedule a time for you to come in and record your political spot in English and/or Spanish. I can help you with that anytime on Monday afternoons or anytime on Wednesday. The DJ, Derek, can help you as well. He is usually available most any weekday between 10a-1p to assist with recording of political spots. Per our conversation, there are some rules we must follow for political ads:

- 1. Politician must write their own spot and provide a copy of their script to the station, Politician's voice MUST appear somewhere in the spot, lasting AT LEAST 4 seconds in a :60 second spot.*
- 2. All political candidate ads must have political tag line, voiced by the candidate or if the candidate voices their own ads, the political tag line can be voiced by someone other than the candidate. If voiced by the candidate: "I am (name of candidate), candidate for election for (name of office). I have paid for and approved this message" If voiced by someone other than the candidate: "Paid for and approved by (name of candidate), candidate for election for (name of office). Political disclaimer is included as part of the :60 second spot.*
- 3. All political ads must be exactly :60 seconds.*
- 4. We require standard 48 hours of notice for all copy changes to political ads. DJs will attempt a faster production turnaround for political ad copy changes whenever possible.*
- 5. All political ads must be paid at the time of purchase, with a campaign fund check or campaign fund credit card. No counter checks, cashier's checks, money orders, and no cash can be accepted as payment for a political ad.*
- 6. Fill out the NAB Political Candidate Advertising Agreement Form (I will provide you with a copy of this form)for all political candidate advertisements, pages 1-2, completely, for each political advertising purchase. Politician must sign the NAB Political Candidate Advertising Form, (or person qualified to sign, such as their campaign treasurer.)*
- 7. Politician must sign the insertion order(ad schedule), or person qualified to sign, such as their campaign treasurer. Politician gets a copy of the insertion order, completed NAB political form, a copy of the political script and a copy of their check payment/or credit card receipt.*
- 8. Equal time rule. All candidates running in the same race must have access to equal time/exposure on the radio station(s). This would include any mention of the candidate's name in regular advertising, interviews, promos, on-air exposure of the candidate in an air talent capacity.*

Let me know the day/time you would like to come in to the station to purchase your political ad schedule(s) and record your political spot(s). Please respond to this email, as we need to make the email one continuous email stream for posting online in each stations' political file.

Thank you!

K. C. Kelly

Account Representative/GM La Ley/GM Pure Country

Glades Media Company/Radio Fiesta Group/Radio La Ley

WAFZ AM/FM, WAFC AM/FM, WLMX FM, WOKC AM/FM, WWRF AM/FM, WLLY FM

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www.wafz.com

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