

WNNC POLITICAL DISCLOSURE STATEMENT

The rates reflected herein are the station's lowest unit rates for political "uses" (spots which feature the candidate's voice and are controlled, sponsored, or approved by the candidate or the candidate's authorized campaign committee). Such spots will be offered to qualified candidates during the period of 45 days prior to a primary election and 60 days prior to a general election. All other political announcements, including those spots sponsored by independent political action committees or for non-candidate "issue" advertising, are sold at regular prevailing commercial rates and do not qualify for political rates. All rates are net to WNNC.

Spot time is available in 30 or 60 second announcements for the cost indicated for each class of time. All spots are scheduled within the day and time parameters listed for each classification. Certain sponsorship packages are also available; please ask the sales representative for availabilities and cost. Generally, the earlier an order is placed, the greater the scheduling options will be.

WNNC sells commercial time as specified time and ROS time. Specified time means that you can choose the time of day that you want your commercial to run. WNNC will run it as close to that time as possible, allowing for already-situated programming. This classification entitles you to choose the best of air times (generally morning and afternoon drive) and thus will be the highest priced time. We can think of no time when these commercials would be pre-emptible. ROS time means that WNNC will choose the time of day that your commercial will run. Your ROS rate is the lowest of all rates and your commercials in this category will run between 5:00 AM and 12 midnight. We can think of no time when these commercials would be pre-emptible.

Under WNNC's policies, unless otherwise specifically noted, spots not run because of factors not readily controlled (national disasters, late breaking news coverage, special programming, production or technical problems, human error, etc) will be "made good" (rescheduled) as quickly as possible, provided time is available. If make good time is not available, a credit will be given. WNNC will use its best judgment in each "make good" circumstance to accommodate the needs of the candidate.

In the event that WNNC sells advertising time for a particular amount and class of time in a particular time period at a rate which is lower than the rate charged a candidate for a "use" (as defined earlier) of the same amount and class in the same time period, WNNC will afford the candidate the benefit of the lower rate by means of a rebate or a credit against future purchases, as determined by the candidate.

All legally qualified federal candidates are entitled to reasonable access to WNNC's facilities for the purchase of time during an election campaign. While WNNC retains the ultimate discretion to determine the amount and placement of time sold to meet the needs of federal candidates, WNNC will consider any such requests for time and be available to make reasonable accommodations with respect to such requests in light of all relevant circumstances applicable to the candidates and the station.

Although limitations on access and purchase restrictions may be legally placed on non-federal candidates, WNNC does not at this time have any restrictions in place. It is generally a policy of WNNC not to accept more than 4 commercials per hour from any commercial business and therefore from any candidate.

Purchases of time for both federal and non-federal candidates may be subject to the "equal opportunities" rights of opposing candidates in accordance with federal law. This means that if your opponent buys commercials, you are entitled to buy an identical schedule at the same price. It is not an obligation of WNNC to notify you when your opponent has purchased air time.

All political orders must be accompanied by a signed and completed Agreement Form for Political Candidates. Unless the candidate, the candidate's campaign committee, or the candidate's agency has established an acceptable credit history with WNNC and will accept responsibility for all air time and production charges pertaining to the candidate, full net payment must be received by WNNC at least 2 days in advance of the broadcast of the first announcement scheduled in the contract. All political ads must be paid for by check – no cash will be accepted. Announcements for independent political action committees or issue advertising must be paid in advance.

All announcements must comply with all sponsorship identification requirements of federal law. The candidate's voice must be on the spot. If his/her voice is not recognizable by an "average citizen", the candidate must give his/her name in order to identify the use. If prepared ads are brought to WNNC without proper identification, WNNC reserves the right to supply the appropriate identification within the scheduled length – even if the ad must be "cut" (reduced) in order to do so. All spots require a 2-day cancellation notice.

This policy has been set forth to disclose WNNC's selling practices so that political candidates may better choose the advertising methods best suited to them. Any questions concerning issues not covered in this policy should be directed to Dave Lingafelt, WNNC General Manager, 828-464-4041 or dave@957theride.com