



WDAY/WDAZ-TV POLITICAL POLICY DISCLOSURE For 2024 Elections (ND, MN Primaries & General, MN Caucus)

CLASSES OF TIME

Revised 1/28/24

LOWEST UNIT RATE IMMEDIATELY PREEMPTIBLE: Ads scheduled to air at the Station's discretion in the particular program, time period, day-part, or day specified by the advertiser. These ads may be preempted in favor of other ads purchased at a higher rate particularly at times of high demand with no prior notice. The station will give its best, good faith assessment of the likelihood of preemption at the time of the request (for any particular rate level requested). Immediately Preemptible time purchased in popular programs during the political window generally have less than 10% chance of airing. These rates are adjusted by quarter, or window, effective dates listed on each rate card.

LOWEST UNIT RATE PREEMPTIBLE: Ads scheduled to air in a particular program. These ads may only be preempted by ads purchased at the fixed position. Depending on inventory demand in a particular program or daypart during the political window, time purchased at this rate level generally will have between 20-40% chance of airing. Rates for this class of time are adjusted on a weekly basis based on inventory and ratings. Candidates are encouraged to contact the station for current information about preemption potential. These rates are adjusted by quarter, or window, effective dates listed on each rate card.

FIXED POSITION: Ad scheduled to air in a particular program. These ads will bump any prior classes of time and are guaranteed to run as scheduled absent unforeseen program changes or technical difficulties. Rates for this class of time are adjusted on a weekly basis based on inventory and ratings. These rates are adjusted by quarter, or window, effective dates listed on each rate card.

All federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002. Pursuant to the Bipartisan Campaign Reform Act of 2002, no federal candidate will be offered the station's lowest unit charge unless the candidate provides the station with a certification acceptable to the station that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. This certification must be received before any purchase during a Pre-Election Window if the candidate intends to receive statutory lowest unit charge benefits and should be provided with the first order whenever possible.

POLITICAL TIME SALES POLICIES

The following sets forth the policies and practices of WDAY-TV regarding the sale of political time.

- 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 "issue" advertising, not constituting a political "use" as that term is defined by FCC.
- 2. Access:** Reasonable access will be provided to all legally qualified federal candidates before primary and general elections.
- 3. Identification:** All ads must comply with the sponsorship identification requirements of Section 317 of the Communications Act. Should candidate ads not contain the proper identification, the Station is required by law to add the appropriate material. Political advertisers should be aware that it may not be possible for us to insert a complying identification without disturbing content of the announcement or program. Candidates must provide the name of the treasurer of their authorized committees. Station



WDAY | Forum Communications Broadcasting | PO Box 2466 Fargo, ND 58108 | www.wday.com expects all federal candidates to comply with the requirements of the Bipartisan Campaign Reform Act of 2002. These requirements include new sponsorship identification requirements. It is the responsibility of the candidate, and not the station, to ensure that each candidate ad complies with applicable federal requirements.

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, commonly referred to as "NAB Form" or "PB-19"
 - b) Net cash-in-advance payment.
 - c) Where the purchase is made by a corporation, committee, association, or other non-corporate groups, a list of the entities' chief executive committee or board of directors.
 - d) Where doubt exists, satisfactory proof that the candidate is "legally qualified", as the 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 the start of the schedule.
 - g) Commercial facilities (tape, film, slides, or copy), along with written instructions for airing of facilities, should be submitted to the Station as soon as possible to ensure proper airing. All instructions for airing of facilities should be in writing. Changes to these instructions would be in writing to the Station (by letter, email or FAX) prior to the changes being made. Ad should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

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

5. **Production:** Station facilities may be utilized for the production of political announcements or programs, subject to available production time (rates upon request).

Production charges are handled separately from time charges. Agencies and/or candidates who schedule production time at the Station are required to provide a check for payment of accrued charges following the production session. No spots will air, nor will any dubs be ordered, until a check is received for the correct amount. No Station news talent is available for political advertising purposes, on-camera or voice-over. No station footage or newscast raw or broadcast footage can be used for political advertising purposes. No footage with other on-air talent can run on our station in political ads unless approved in writing by WDAY management.

6. **Availabilities:**
 - a) Legally qualified candidates may purchase time on the basis of any class set forth on Exhibit A hereto, subject to availabilities. The base availability is an announcement of 30 seconds in length (including sponsorship identification). Ad time is available in other lengths of (15, 60, 90, or 120 seconds) upon request.
 - b) Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time made after 12:00 Noon on the Thursday preceding election day may not be filled due to lack of availability. The earlier an order is placed, the greater the scheduling option will be.
 - c) The Station will place all orders as day and time, subject to availabilities. Due to potential "equal opportunities" obligations for opposing candidates, certain time periods may be unavailable for candidates in other political races.
 - d) Requests for program time, including lengths of 5 minutes, 30 minutes, and 60 minutes, will be considered on an individual basis. No promotional announcements (aside from a candidate's separately purchased spot uses) will be scheduled to promote political programs.



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- e) All station sales of time for political candidates are subject to federal equal opportunities and reasonable access requirements. The Station reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the Station, the candidate will be advised as soon as practicable and an appropriate refund will be issued.
7. **Rates:** Rates may fluctuate every five days according to the class of time ordered. Quoted rates are for :30 ads. For a federal candidate to receive lowest unit charge, all advertisements that refer to opposing candidates must contain a printed statement that is displayed with a candidate picture. The printed statement must identify the candidate, state that the candidate approved the broadcast, and state that the candidate and/or the candidate's authorized committee paid for the broadcast.
8. **Rebates:** In the event advertising time is sold for a particular class and for a particular time period and is broadcast at rates lower than the rate paid by the candidate, the candidate will be afforded the benefit of the lower rate either by way of a timely rebate or as a credit against future purchases, at the option of the candidate.
9. **Make Goods:** The Station will use its best efforts to provide "make-good" spots prior to the election for candidate spots that are preempted due to technical problems or because of the nature of the time purchased. Although the Station's policy is to offer all candidates make goods before the election, it cannot guarantee to any advertiser that the make goods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer make goods of equivalent value. If these are not acceptable to the advertiser, the Station will provide credits or refunds for preempted spots.
10. **Packages:** Combinations of classes and time periods are available. Each ad ordered will reflect the lowest unit charge of its appropriate class of time and time period.
11. **Rotations:** Ads may be purchased individually or in designated rotations among several designated days or time periods, (Examples of commonly requested rotations are included on rate cards.)
12. **Cancellations:** WDAY-TV has a standard 2 week cancellation policy. If ads are booked and traffic isn't received by log deadlines, ads will be filled with PSA ads and you will be billed for reserving those ads even if your ad didn't run. Log deadlines are 2PM the day prior to air date with Friday 2PM for Saturday, Sunday and Monday logs. Holiday log dates will be sent upon request.
13. **Compliance:** Ads will be reviewed at the time they are received to make sure they comply with FCC rules in regard to disclaimer length and font size. If the disclaimer does not comply, advertiser will be required to send revised traffic or our production department will make the change of the disclaimer and you will be billed \$150 per hour for production time.

Forum Communications, WDAY/WDAZ does not discriminate on the basis of race or ethnicity
