



## **THIS DOCUMENT PRESENTS WOOF BOOM RADIO'S POLITICAL DISCLOSURE, POLICIES, AND PROCEDURES CONCERNING ADVERTISEMENTS FOR THE 2024 PRIMARY AND GENERAL ELECTIONS.**

The policies in this Political Disclosure Statement apply only to legally qualified candidates for public office or their authorized campaign organizations (individually and collectively, the "Candidate") who seek to purchase political advertisements ("Advertisements" or "Advertising") on WDOH (FM), WEGE (FM), WFGF (AM), WWSR (FM), and WCIT (AM), (individually and collectively, the "Station").

The policies are not applicable to political action committees or to non-candidate "issue" advertising.

The Station will provide reasonable access to all Candidates for federal office prior to each primary or general election involving such Candidate. While Candidates may request specific programming, the Station reserves the right to consider program availability while still affording reasonable access. Generally, the Station also sells airtime to legally qualified candidates for non-federal public office. However, the Station reserves the right to determine the amount of advertising that it will sell to state and local candidates. The Station may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local candidates to certain programs or dayparts.

### **Identification**

All Advertisements must comply with the sponsorship identification requirements of §317 of the Communications Act. If a Candidate Advertisement does not contain the proper sponsorship identification, the Station may add the appropriate material within the body of the Advertisement.

### **Orders**

Orders for Advertising must include the following:

- A. Completed and signed Agreement Form for Political Broadcasts (NAB Form PB-19);
- B. When doubt exists, satisfactory proof that the Candidate is "legally qualified," as that term is defined by the Federal Communications Commission;
- C. When doubt exists, satisfactory proof that the purchaser is authorized to buy time for the Candidate;
- D. All Advertising orders are subject to the Station's normal credit policies. If the Candidate or the Candidate's advertising agency does not have an established credit history, the Station typically requires cash payment or certified funds in full seven (7) days in advance of the air date of the first Advertisement in the schedule; and
- E. Commercial facilities (tape or copy), along with written instructions for their use, should be submitted to the Station as soon as possible to ensure proper airing. All instructions for airing of facilities must be in writing. Changes to these instructions must be in writing to the Station (by letter, email, or fax) prior to the changes being made. Advertisements (produced and



delivered either in a tape or electronic format) should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

A Candidate's failure to provide the information outlined in Sections A-E above may result in preemption of some or all Advertisements. The Station will send confirmation of broadcast or changes to Advertising schedules as ordered to the Candidate or the Candidate's advertising agency as soon as commercially possible. In addition, this information will be available on request at during regular business hours.

### **Production**

Station facilities may be utilized for the production of Advertisements or programs, subject to available production time. Rates for this service will be given on request.

Production charges are handled separately from time charges. No Station on-air talent or employees of Woolf Boom Radio are available for Advertising purposes or for voice-over work.

### **Availability**

Candidates may purchase time on the basis of any class set forth on Exhibit A attached hereto, subject to availabilities. Advertising time is generally available in 30 and 60-second lengths. Requests for non-standard or program length time will be considered on an individual basis.

In general, Advertising in news programming is not sold to Candidates. Limited exceptions may be discussed with the Station.

### **Rates**

Quoted rates are for fixed (i.e., non-pre-emptible) time. The stations also sell pre-emptible time under certain circumstances. Information about the rates charged and likelihood of preemption is available upon request. Rates fluctuate on a weekly basis. Quoted rates from availability requests are for 60-second Advertisements. Rates for other lengths of time will be quoted on request.

The "LUC Period" is the 45-day period preceding a primary election and the 60-day period preceding a general election. During a LUC Period, the Station will offer each class of time to Candidates at its lowest unit charge: the lowest clearing rate of the particular class of time ordered by a Candidate for the time period when the Advertisement is broadcast. The Station will provide a good faith assessment of the lowest unit charge for each class of time on request.

Outside of the LUC Period, the Station will offer Candidates rates comparable to those offered to the Station's commercial advertisers.

### **Right to Amend Political Rates and Transactions**

The Station reserve the right to cancel or modify any sale of advertising made or contract entered into for the sale of time on the station, pursuant to the FCC’s requirements regarding “equal opportunities” and “reasonable access” in the case of federal candidates. Where such cancellations or modifications are necessary, advertisers will be advised and rebates, schedule changes, or other adjustments will be made as may be appropriate.

### **Not an Offer to Sell**

This disclosure statement does not constitute an offer to sell time, nor is it a contract; rather, it is a statement of the policies that the stations, in good faith, attempt to follow in connection with the sale and placement of political advertising. The terms of any actual sales of time are contained in Station’s sales contracts and none of the matters contained in this disclosure statement are incorporated by reference in the sales contracts.

### **Certification**

In order for a Federal Candidate to receive the lowest unit charge during the LUC Period, the Federal Candidate must provide written certification to the Station that the material to be broadcast does not refer to an opposing candidate. If the material does refer to an opposing candidate, the certification must indicate that the broadcast will include a personal audio statement that identifies the Federal Candidate and states that the Federal Candidate has approved the broadcast.

### **Rebates**

If advertising time (either commercial or political) is sold for a particular class of time or time period and is broadcast during the LUC Period at a rate lower than the rate paid by a Candidate, the Station will provide the Candidate the benefit of the lower rate, either by way of a rebate or as a credit against future purchases, at the option of the Candidate.

### **Make Goods**

The Station will use its best efforts to provide timely make goods for Advertisements 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 prior to the election, it cannot guarantee to any advertiser (either commercial or political) 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 make goods are not acceptable to the Candidate, the Station will provide a credit or refund for the value of the preempted Advertisements, at the option of the Candidate.

### **Packages**

Combinations of classes of time are available as packages. The Station will allocate the price for each advertisement in such packages. The lowest unit charge will reflect this allocation.



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### **Value Added Features**

Value added features such as direct mail/radio combinations and non-cash promotional incentives (a bonus to an advertiser if certain prospective advertising levels are reached) that are offered to commercial advertisers are also available to Candidates. Information concerning these materials will be provided on request.

### **Rotations**

Advertisements may be purchased individually or in designated rotations among several day or designated time periods.

### **Additional Order Policies**

A signed and completed Agreement Form must accompany all political orders for Political Candidate Advertisements (NAB PB-19) as well as the Candidate Certification Form for Federal Candidates.

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. The Station or its authorized contracted representative must receive complete payment no later than 24 hours prior to airdate.

All Advertisements must be fully produced (in a format and suitable for broadcast) and received by the Station Traffic Department no later than 24 hours prior to airdate. Advertisements for schedules commencing on Saturday, Sunday or Monday must be received no later than noon on the preceding Friday prior to air date. The Station cannot guarantee make-goods for schedules, which do not air due to a delay in receipt of the Advertisement.

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The following Station Management can provide specific information, rates, and accept political orders:

J Chapman, President  
Woof Boom Radio Muncie Office (765) 288-4403

Andy Kohls, Market Manager  
Woof Boom Radio Lima Office (419) 331-1600

Kody Toland, Sales Manager  
Woof Boom Radio Lima Office (419) 331-1600

# Appendix A

## CLASSES OF TIME

Woof Boom Radio offers the various classes of advertising. If an advertiser wants to know the chances of pre-emption for any class of time, station management will provide our best good faith estimate of the chance of pre-emption at the time an advertising schedule is placed.

### Fixed

Ads are scheduled to air in a particular time range and/or on set days. Fixed ads will not be pre-empted in favor of any other ad and will air as scheduled. The only exceptions to this are breaking news, technical issues, or emergencies as determined by the station. The likelihood of a commercial pre-emption is typically very low.

### Pre-Emptible

Ads are scheduled to air at the station's discretion in the program, daypart, or day specified by the advertiser. These ads may be pre-empted in favor of other ads purchased in a higher class of time. Should a pre-emption occur, the advertiser is usually notified at least one day in advance. The station makes its reasonable best effort to provide a make-good prior to the of the schedule (or in case of a political candidate— prior to the election). Factors used in determining preemptions include the class of time, schedule end date, and the number of pre-emptions that the advertiser has incurred on the current schedule.

This is the most common class of time purchased by advertisers. Schedules generally run at 60% to 100% clearance (the variance is determined advertising demand). This class of time provides a higher make-good priority than the “pre-emptible without notice” class of time. In high demand programs and time periods, it is likely that levels of pre-emption will be greater, including the possibility that spots will not air.

### Per Inquiry

The station also accepts “Per Inquiry” spots. These spots are immediately pre-emptible and only available if inventory goes unsold to all other classes of time. No make-goods are available and station will sometimes decline these spots and add more non-commercial content to the broadcast.

### Package Plans

These are often time seasonal or event specific and available to advertisers on an as-available basis. Commercials are scheduled to air as part of a broader promotional package that airs for an extended period. This is often around a specified event and or holiday. Examples include “Winter Sale” and “Memorial Day”. More information on rates and availability available on request.

Policies contained in this Disclosure Statement are subject to change without notice in our discretion as due to programming, or to directives by the FCC.

To be completed  
when presented  
this document.

**ACKNOWLEDGMENT OF RECEIPT**

I, \_\_\_\_\_, am an authorized member of \_\_\_\_\_  
\_\_\_\_\_, and have authority to place political advertising with the  
Station 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  
\_\_\_\_\_, 2024. I acknowledge that I inquired about advertising.

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