

**2021-2022**  
**WJZ-TV Baltimore**  
**Political Broadcast Rate Disclosure Statement**

The following sets forth the policies and practices of WJZ-TV regarding the sale of time to candidates for public office.

I. Policy Applies to Candidate Purchases

These policies apply only to time purchased by candidates; that is, announcements or programs sponsored or approved by a legally qualified candidate for public office or the candidate's authorized campaign committee which promotes the candidate's campaign for election. These policies are not applicable to material provided by independent political action committees, to schedules not sponsored or approved by a legally qualified candidate, or to non-candidate "issue" advertising.

In addition, only announcements or programs which constitute a "use" by a legally-qualified candidate for public office -- i.e., in which the candidate personally appears by voice or picture in a positive manner -- are entitled to the "lowest unit charge" under Section 315 of the Communications Act, as described in this Disclosure Statement.

II. Reasonable Access

All legally qualified federal candidates are entitled to reasonable access to the station's facilities for the purchase of time during an election campaign. While the station retains the ultimate discretion to determine the amount and location of time sold to meet the needs of federal candidates, the station will consider any such requests in light of all relevant circumstances applicable to the candidate and the station. The station reserves the right to determine the non-federal offices for which it will sell time, and to limit the amount of time it will sell to candidates for such offices, consistent with the "equal opportunities" provision of Section 315 of the Communications Act.

III. Rotations

WJZ-TV sells advertising time in a number of different programs and daypart rotations. The most commonly purchased, and the most favorably priced, programs and daypart rotations are shown on the rate schedule attached to this disclosure statement. Spots may also be purchased with different day or daypart rotations than those specified here, at rates that are available on request. Spots may also be purchased in orbits, by which the purchaser is assured of spots airing in specified programs on dates to be determined by the station; information and rates concerning orbit purchases are available on request.

In accordance with the station's regular business practice, "swing breaks" between programs may be assigned to either program regardless of the clock hour into which the break falls. For example, the 7:58PM break on Monday night is assigned to "\_\_\_\_\_", and commercial and political advertisers purchasing that program may appear in the 7:58PM break. Information as to swing break assignments is available on request.

The attached rate schedule represents the station's rates for 30 second spots. Rates for spot announcements of other lengths (e.g., 10, 15 or 60 seconds) are available on request. It is the practice of the station to price :10 spots at 50% of a 30 second spot, :15 spots at 65% of a 30 second spot and :60 spots at 200% of a 30 second spot. Candidate requests to purchase program length time periods will be considered on an individual basis.

#### IV. Classes of Time

WJZ-TV offers various classes, or “tiers” of time to its commercial and political advertisers. Candidates may purchase any combination of classes.

**Tier 1 - Fixed (non-preemptible):** Spots purchased in this class are non-preemptible and are guaranteed to run as the scheduled time/time-period except in the event of program cancellation or due to other circumstances beyond our control. Tier 1 spots **cannot** be preempted by an advertiser willing to pay a higher rate.

All other spots on WJZ-TV are purchased on a preemptible basis -- that is, they may be preempted to accommodate another advertiser willing to purchase a higher class of time (with Tier 2 having a higher priority against preemption than Tier 3). However, the station will not preempt a scheduled announcement in a particular class for an advertiser who is willing to pay a higher price within the same class; rather, in order to preempt a scheduled spot, an advertiser must be willing to pay at least the minimum rate for the next highest class of time. Further, although the price paid by an advertiser for an already-scheduled spot will normally not be the only factor in determining which of the spots scheduled within a particular class in a given program or daypart rotation will be preempted to accommodate an advertiser willing to purchase a higher class of time, a preemptible political spot will only be preempted if it is the lowest-priced spot of its class of time still scheduled in the program or daypart rotation in question, and that class of time is the most preemptible class still remaining in the broadcast.

**Tier 2 (Preemptible with Notice):** Spots purchased in this second highest class of time will only be preempted for an announcement purchased at Tier 1 rates. In addition, at least 48 hours’ notice of the preemption of a Tier 2 spot will be given. Spots purchased at Tier 2 rates are generally sufficient to clear, except in programs with particularly strong demand or limited inventory, or at high demand times of the year (e.g., second and fourth quarters). Under such conditions, Tier 2 spots have an approximately 80 percent chance of clearance.

**Tier 3 (Immediately Preemptible):** Spots purchased in this third highest class of time are always immediately preemptible at any time prior to airing with no guarantee that the Station will attempt to notify the advertiser of the preemption. Spots purchased in this tier may be preempted at any time to accommodate the airing of any spots purchased in a higher class.

#### V. Audience Deficiency Makegoods.

The station provides make-goods to certain commercial advertisers, generally at the end of a scheduled flight of announcements, if the audience delivered for the advertiser's schedule is substantially below a level specified at the time of the purchase. Interested political advertisers should inquire at the time of purchase as to the audience delivery guarantees to which they may be entitled. We emphasize that a political advertiser’s statement, in an order, or otherwise, as to the audience delivery that the advertiser expects to be achieved by the schedule will not be binding on the station, absent the station’s express agreement to such audience delivery guarantees. No audience deficiency make goods will be provided unless the subject of audience guarantees has been expressly discussed between the political advertiser and the Station when the purchase is made.

As with commercial advertisers, the provision of such makegoods will be subject to inventory availability. If requested audience deficiency makegoods cannot be provided before the election due to lack of available inventory or for any other reason, the political advertiser will receive either a make good in a subsequent election or a rebate on a pro rata basis.

## VI. Competitive Separation

The station will endeavor to schedule political announcements so that spots for competing candidates for the same office or nomination do not appear back-to-back in the same commercial "pod." The station does not, however, guarantee such separation.

## VII. Sponsorship Identification

All commercials must contain adequate video sponsorship identification in which the letters equal at least four percent of the vertical picture height and remain on the screen for at least four seconds. Should candidate spots not contain the proper identification, the station reserves the right to add the appropriate material at the candidate's expense, including imposing such sponsorship identification over the provided content.

## VIII. Eligibility for Lowest Unit Rate – Certification and Disclaimer Requirements of the Bipartisan Campaign Reform Act of 2002.

During the 45 days prior to a primary or the 60 days prior to a general or special election (a "political period"), candidates are entitled, under Section 315 of the federal Communications Act, to buy time at the station's "lowest unit charge" ("LUC") for the amount and class of time in question, provided that the announcements or programs purchased constitute a "use" as defined above.

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that federal candidates must meet in order to be "entitled" to purchase time at the lowest unit charge. (These requirements do not apply to state and local candidates.)

The BCRA provides that, in order to be entitled to lowest unit charge, federal candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. The Act states that a candidate failing to comply with these requirements will not be "entitled" to LUC during the remainder of that political period.

It is the candidate's responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will not review candidate spots for compliance with the above requirements.

It is not presently clear whether a station may, as a matter of its own discretion, continue to afford the lowest unit charge to a candidate who has caused the broadcast of an ad that does not comply with the above disclaimer requirements. Pending further guidance from the Federal Election Commission or the Federal Communications Commission, the Station will continue to afford the lowest unit rate to candidates in these circumstances.

## IX. Time Purchased Prior to "Lowest Unit Charge" Period or Not Constituting a Candidate "Use."

During the 45 days prior to a primary or the 60 days prior to a general election, candidates are entitled, under Section 315 of the federal Communications Act, to buy time at the station's "lowest unit charge" for the amount and class of time in question, provided that the announcements or programs purchased constitute a "use" as defined above.

Stations are not required to sell time to candidates at such "lowest unit rates" prior to the "lowest unit charge" period or for spots or programs which do not constitute a "use"; however, broadcast stations are required by the Communications Act to charge no more for such purchases of time on behalf of legally qualified candidates for office than they would charge commercial advertisers for "comparable use" of the station. "Comparable" rates for the attached dayparts and rotations (and others), based on the rates charged commercial advertisers purchasing time on the same basis, are available upon request.

Candidates purchasing pre-emptible time outside the lowest unit charge period (or for a non-"use") will be quoted the prevailing rate then being quoted to commercial advertisers buying time in the same program or rotation. While the prevailing rates thus quoted would ordinarily be expected to clear, we emphasize that, consistent with the practices described in Section IV.(B) above, pre-emptible spots purchased by a candidate will be subject to preemption by higher-priced spots, provided that the political spot is the lowest-priced spot in the program or daypart rotation in question. Candidates may, of course, choose to pay a higher rate than the prevailing rate quoted by the Station in order to reduce the risk of preemption. However, because candidates purchasing time outside a "lowest unit charge" period (or for a non-"use") are entitled only to "comparable" rather than "lowest unit" rates, a candidate purchasing time on a pre-emptible (or "as available") basis will not receive a rebate if a lower priced pre-emptible (or "as available") spot clears for an advertiser ordering the same program or rotation.

Some advertisers may receive discounted rates based on the volume of spots or combination of spots purchased, and such discounts are also available to candidates purchasing time on the same basis outside a lowest unit charge period or for a non-"use." Information as to such discounted rates, which are subject to the station's normal preemption policies, is available on request.

The sales policies in this disclosure statement are generally applicable before, as well as during, the appropriate "lowest unit charge" period, except that, as previously noted, candidates purchasing time outside of the "lowest unit charge" period are entitled to "comparable" rather than lowest unit rates.

#### X. Payment and Submission of Materials

Candidate spots will not be broadcast until all of the following have been received or satisfied.

1. Where the purchase is made by a corporation, committee, association, or other unincorporated group, a list of the entity's chief executive officers, members of the executive committee or the board of directors.
2. Where doubt exists, satisfactory proof that the candidate is "legally qualified" as that term is defined by the FCC.
3. Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate and that the spot or programming is sponsored or approved by the candidate's authorized campaign committee.
4. Commercial materials (see attached) along with written instructions for their use, should be submitted to the station as soon as possible to insure proper airing. We request that all such materials be submitted at least 48 hours in advance of broadcast. All instructions for airing of commercial materials should be in writing. Changes to these instructions should be in writing to the station (by letter, e-mail or FAX,) prior to the changes being made.
5. All orders are subject to cancellation by WJZ-TV if payment has not been received 14 days in advance of broadcast date in the case of a state or local candidate, or seven days in advance of broadcast date in the case of a federal candidate. Where advance payment is made, such payment will be non-refundable where an order is canceled less than 14 days in advance of scheduled broadcast, in the case of a state or local candidate, or less than seven days in advance of scheduled broadcast by a federal candidate, except to the extent that, and insofar as, the station is able to resell the ordered time for a total amount equal to or greater than the rates paid by the candidate for the time in question. In no case will spots air unless payment has been received in advance of broadcast.

Payment must be made by certified check, wire transfer or cash, except where (i) payment is made by non-certified check in accordance with the 14 or seven day periods specified above, or sufficiently in advance of broadcast so as to ensure clearance of funds prior to air date, or (ii) the candidate's advertising agency guarantees the payment of all costs.

The failure of a political advertiser to fulfill all requirements in advance of scheduled broadcast may result in cancellation of some or all announcements or programs previously scheduled.

**If you have questions regarding the contents of WJZ-TV's Political File, including regarding the actual air time of particular ads, please contact Jennifer Haigley at 410-375-7165 or [jhaigley@wjz.com](mailto:jhaigley@wjz.com).**

## **WJZ HD Commercial Specifications:**

Currently, all HD spots **must** be submitted via DG Systems, SpotBox, EZ Spot, Extreme Reach or on one of the two following physical media formats.

Panasonic HD D5 Tape 1080i 29.97 fps HD ONLY

Sony XDCAM HD Disk 1080i 29.97 fps HD ONLY

### **Tape Contents / Time Code:**

Content must have continuous drop-frame LTC and VITC time code as specified in SMPTE12M.

No breaks in time code will be accepted. Time code shall be synchronous with the recorded video. Time code at the beginning of the commercial video content should start at 01:00:00:00.

### **Requested Spot Timing:**

00:58:00:00 – 00:58:30:00 Black

00:58:30:00 – 00:59:30:00 Bars and Tone

00:59:30:00 – 00:59:40:00 Black

00:59:40:00 – 00:59:50:00 Slate

00:59:50:00 – Black

01:00:00:00 – First Frame Active Video

### **At a minimum, spots submitted MUST conform to:**

10 seconds black

30 seconds bars & tone

8 seconds slate

5 seconds black

Spot (:10, 20, 30, 60, 90, 120)

10 seconds black

### **Bars and tone MUST NOT appear between spots on multi reels.**

Please do not include any video or audio between slate and spot.

### **Audio Format:**

At this time Stereo Audio only shall be embedded per SMPTE 299M , locked to video. Audio channels must be discrete without the use of Dolby Pro-Logic or Dolby E encoding. Audio channel assignments must be as follows:

#### **Stereo Only**

Ch 1 Stereo Left

Ch 2 Stereo Right

## **WJZ HD Commercial Specifications: (cont)**

### **Video Format:**

Video must be supplied in 1080i 29.97fps. ONLY

WJZ strongly recommends producing your HD content to be 4:3 Title Safe (Center Cut), meaning all important content (logos, text, etc.) must be in the 4:3 Title Safe area.

You may opt to have your HD content Center Cut using a letterbox effect (creating the picture frame or postage stamp look) however, we recommend a separate Ad-ID/ISCI code for each version. For example:

ABCD 1234 000H for HD Center Cut Safe

ABCD 5678 000H for HD Full Frame

When trafficking an SD version we require the Ad-ID/ISCI to be identical to the HD version. (note: for SD Ad-ID codes there are 11 characters, excluding the H)

For example:

ABCD 1234 000 for SD and ABCD 1234 000H for HD

ABCD 5678 000 for SD and ABCD 5678 000H for HD

### **Spot Lengths:**

The following commercial lengths are supported. Due to the USA Video standard frame rate of 29.97 fps, the maximum frame counts are specified next to the times. Spots longer than the frame counts specified will be clipped by our automation system.

Seconds = Frames

:90 = 2697 frames

:60 = 1798 frames

:30 = 899 frames

:20 = 599 frames

:15 = 449 frames

:10 = 299 frames

### **Captions:**

Captioning should be on HD VANC line 9 and conform to SMPTE 608 / 708 Standards