



WCLY-AM
Raleigh, North Carolina
POLITICAL ADVERTISING DISCLOSURE STATEMENT
2020

The purpose of this Disclosure Statement is to make those parties who purchase political advertising and programming time fully aware of WCLY-AM's political advertising policies and procedures, including application of the "lowest unit charge" provisions of Section 315(b) of the Communications Act, as amended (the "Act"), and the sponsorship identification provisions found in Section 317 of the Act and Section 441d of the Federal Election Campaign Act. The policies in this document are not applicable to political action committees or to non-candidate "issue" advertising. This document does not constitute an offer to sell time nor is it a contract; rather, it is a statement of the policies that this station in good faith, attempts to follow in connection with the sale and placement of political advertising. The terms of any actual sale of time are contained in our sales contracts and none of the matters contained in this disclosure statement are incorporated by reference in the sales contract. For more information, please contact Brian Grube, Sales Manager at (919) 890-6143, 3100 Highwoods Blvd, Suite 140, Raleigh, NC 27604.

Orders for Political Time

Orders for political time will not be considered firm until the appropriate certifications and disclosure forms have been delivered and, if the candidate is without an established credit history for prompt payment, the net cash payment has been received at least one week in advance of the air date of the first spot in the schedule. Advertising agencies must provide the station with a signed statement from the candidate authorizing the agency to purchase time on the candidate's behalf. Checks should be made payable to **WCLY-AM**. No political spots will be scheduled after 6pm on an election day. **The station does NOT accept advertisements during news programming.**

Acceptable Forms of Payment

Acceptable forms of payment include cash, check and direct bank transfer, debit and credit cards.

Lowest Unit Charge

During the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election (the "Election Periods"), candidates are entitled to receive all discount privileges otherwise offered to commercial advertisers and are to be placed on a par with the most favored commercial advertiser of this station. That is, during an Election Period, candidates will be charged the "lowest unit charge" (the "LUC") for the same class and amount of time for the same period. At times other than the

Election Periods, candidates may purchase time at rates comparable to those charged commercial advertisers.

The lowest unit charge provisions apply only during Election Periods to “legally qualified” candidates for public office or their authorized campaign organizations. When requested, satisfactory proof must be provided to the station that the candidate is “legally qualified,” as that term is defined by the Federal Communications Commission and/or that the purchaser is authorized to buy time for the legally qualified candidate.

In the event we determine after the fact that a legally qualified candidate has been sold advertising at a rate higher than our LUC in that class of time, we shall provide appropriate refunds or credits as promptly as possible.

Federal Candidate Eligibility for Lowest Unit Charge and Certification

To qualify for the station’s LUC for the same class and amount of time for the same period, federal candidates, or their authorized committees, must certify in writing, at the time programming is purchased, that the programming does not refer to another candidate for the same office, or if the programming does refer to an opposing candidate, that the programming meets the following requirements:

The radio broadcast must include an audio statement, voiced by the candidate identifying him or herself, the office being sought, and that the candidate has approved the broadcast.

Failure to adhere to this sponsorship identification disclosure means the candidate forfeits **all** rights to the LUC for **all** programming aired during the remainder of the Election Period.

Proper Sponsor Identification – Federal Candidate Authorized Advertisements

Political programming that (a) advocates for the election or defeat of a federal candidate, or (b) solicits any political contributions, regardless of whether or not it refers to another candidate for the same office, must comply with the following sponsorship identification rules.

The advertisement must include an audio statement by the candidate identifying himself or herself stating that the candidate approved the broadcast and that the candidate and or the candidate’s authorized committee has paid for the broadcast. As described above, if the broadcast refers to an opposing candidate in any manner, it must also identify the office being sought. In addition, North Carolina law requires the disclosure statement to be at least three (3) seconds and joint statements must disclose the name of all sponsors.

In addition, please see North Carolina General Statutes §163-278.39A(c) for additional state disclosure requirements.

Proper Sponsor Identification – Nonfederal Candidates

All advertisements must state that the broadcast is ‘sponsored by or paid for by’ the individual or entity that has paid for the advertisement. A pre-airing submission of all ads is requested to permit the station to verify compliance with the identification requirements.

In addition, please see North Carolina General Statutes §163-278.39A(c) for additional state disclosure requirements.

Type of Spots Offered by WCLY-AM

This station sells commercial time in units of fifteen (15), thirty (30) or sixty (60) second increments throughout the day.

Classes of Time Offered by the Station

WCLY-AM generally offers three classes of time: 1) Rotations; 2) Run of Schedule (“ROS”); and 3) Preemptible Time. Additional information about each class of time is provided below. Multi-station advertising purchase options are available; please contact us for further information about such advertising.

ROTATIONS

Rotation spots are generally sold to be broadcast within specific day-parts. For example, one or more spots may be purchased to air between the hours of 6:00AM-10:00AM, the precise airtime to be selected at the sole discretion of the station. One or more spots may be purchased to air on any one or more days to be selected at the sole discretion of the station; for example, on any three days Monday-Friday, on any two days, Monday-Sunday, or on either Saturday-Sunday. Further, one or more spots may be purchased to air during a period on any of one or more days. A rate will be quoted for virtually any period of time or series of days. Generally, the greater the flexibility the Station maintains for spot placement, the lower the rate. (There may be limits on the number of commercials that can be purchased but such limits will comply with the FCC’s reasonable access requirements for federal candidates).

RUN OF SCHEDULE

ROS spots will be placed within the period of days and daypart purchased at times selected at the discretion of the station. During periods of heavy inventory, it is most likely that ROS spots will be broadcast during the least desirable times.

Preemptible Tiers Offered by the Station

WCLY-AM offers three (3) tiers of preemptible time. If a spot is preempted, a make good spot will be rescheduled, if requested, and broadcast within a reasonable period of time.

Tier 1- Immediately Preemptible without Notice

Typical clearance in this tier is 25-50%. Tier 1 rates are preemptible without prior written notice from WCLY-AM.

Tier 2 –Preemptible with 12 Hours’ Notice

Typical clearance in this tier is 50-80%. Tier 2 spots are preemptible with 12 hours’ prior written notice from WCLY-AM.

Tier 3 –Preemptible with 24 Hours’ Notice

Typical clearance in this tier is 95-100%. Tier 3 spots are preemptible with 24 hours’ prior written notice from WCLY-AM.

Preemption Priority for the Same Tier

In the event our sale orders for the same tier for the same time period should exceed the station’s available inventory, the station will, taking the “reasonable access” requirements for federal candidates into account, establish a scheduling priority for the advertisements on the following basis:

1. Outside of the Election Periods (i.e., the LUC is not applicable), priority will be given to the schedule of spots purchased by the advertiser that has purchased, in the aggregate, the largest dollar volume of advertising. In the event two or more advertisers have purchased the same dollar volume, the advertiser whose order was purchased first will be afforded priority.
2. During the Election Periods during which the LUC is applicable, political advertisements qualifying for the LUC will be afforded scheduling parity with advertisements purchased by the station’s largest dollar volume commercial advertisers. In the event the purchase orders of a commercial and political advertiser should be considered equal under these criteria, a political advertiser will be afforded priority. In the event the purchase orders of two or more political advertisers should be considered equal under these criteria, the candidate whose order was placed first will be afforded priority.

Additional Rate and Sales Information

The station's rate card sets forth the specific time periods within which spot time may be purchased. Packages are treated as volume discounts and are considered in calculating the LUC, as are bonus spots. Rates for other time periods or special programming are available upon request. Rates fluctuate weekly and are subject to change without notice.

The station will supply the current selling level and the current LUC for specific time periods, tier, and amounts of time upon request.

During the LUC windows, the station calculates the LUC for every class of time sold on the station. The LUC in each class of time may vary on a weekly basis depending upon the price of spots actually broadcast during each week. Candidates may purchase preemptible spots at a higher tier so as to decrease the potential for preemption.

Make Good Policy

In the event a spot is preempted, the station will notify the candidate and if requested will make-good the spot through placement in a comparable time period or periods to deliver an audience comparable to the spot purchased.

Audit Of Rates Charged

At the end of each week, the station will audit the rates for all political time sold during the Election Periods to insure that the rates charged candidates reflect the actual LUC; that is, the lowest rate any advertiser actually paid for the same class of spot that cleared during the same time period during the given week. Refunds will be issued for any overcharges.

Product Separation

WCLY-AM endeavors to separate commercial advertisers. In cases where limited inventory and high demand dictate, we run competitors in the same commercial break.

Recapture of Spot Time Sold

The station reserves the right to recapture spot time sold to a candidate to meet equal opportunity or reasonable access requirements. If spot time is recaptured by the station, the candidate will be advised as soon as practical and an appropriate refund will be issued.

Delivery of Copy

Advertisers must deliver advertising copy to the station at least two (2) days prior to the first scheduled broadcast date (MP3, DAT, CD, or DSL/Digital Website).

Waiver of Deadlines

The station reserves the right to waive its regular ordering and delivery of copy deadlines, where appropriate, to provide equal opportunity to political advertisers or to assure federal candidates' reasonable access.

Production Assistance

Station will provide assistance to produce political commercials or use of production facilities, if available, at a cost of \$50/hr to the candidate.

Arrangements for use of production facilities should be made with Station's Production Director at least two (2) working days in advance. Production facilities are scheduled on a first-come, first-served basis. Production team will also need a three (3) day turnaround for all produced political spots.

Station's Air Personalities and News Staff are not permitted to voice political commercials. Every commercial must be preceded with the phrase, "The following is a paid political announcement" and must contain proper sponsor identification as described in this Disclosure. If any such information is not a part of the commercial, the station will add such information within the quantity of time purchased.

Log Deadlines

Normal WCLY-AM log deadlines follow below (these deadlines will not apply during a holiday weekend or other selected weekends and will be adjusted accordingly):

Log For:

Monday

Order & Payment Deadline:

12PM Friday (of prior week)

Tuesday	12PM Monday
Wednesday	12PM Tuesday
Thursday	12PM Wednesday
Friday	12PM Thursday
Saturday	12PM Friday
Sunday	12PM Friday

Anti-Discrimination Policy

The station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity.

Further Information

We will provide, upon request, further information about our rates, advertising policies, advertising packages, rotators, and advertising plans. We encourage prospective candidate buyers to inquire. It is our desire to furnish all appropriate information to those candidates interested in purchasing political advertising on our station to enable you to make the most cost efficient and effective advertising decisions.