

RADIO STATIONS KOFM/KGWA 2024 POLITICAL DISCLOSURE STATEMENT

The rates marked “Political Rates” are the station’s best, good faith determination of the prevailing lowest unit rates for political “use”. In general, a “use” is any positive appearance of a candidate whose voice or likeness is either identified, or is readily identifiable. For the most part, these are advertising campaigns approved by the candidate or candidate’s committee, however It is not limited to those. An appearance in an entertainment program on the station may also qualify as a “use”, and would be subject to equal time requests.

“Issue” and third-party political advertising (not paid for by the candidate or the candidate’s committee) do not qualify for political rates and equal time regulations. The stations will handle “issue” and third-party advertising as it does any other non-political advertiser. Rates are available by request.

All legally qualified federal candidates in districts within the stations’ service area are entitled to reasonable access for the purchase of time once an election campaign has begun. 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(s) will consider such requests in light of all relevant circumstances applicable to the candidate and the Station(s).

Reasonable access will be mainly determined by the number of candidates in any specific race. In general, the more candidates there are, the more limits will be placed on time availability.

Purchases of time for both federal and non-federal candidates are subject to the “equal opportunities” right of opposing candidates in accordance with federal law. All candidates will be treated the same.

Any opposing candidate seeking equal time and equitable treatment must make that request within 7 days of the other candidate’s “usage”.

Every instance of “use” will be available in the stations’ Political File for public view.

For Non-Federal candidates, the station has the discretion to accept or deny any request for advertising time. However, acceptance of any candidate in a specific race requires the station to accept all candidates within that race if requests are made within 7 days of the original candidate’s “use”. The same is true for denial.

All instances of “use” will be placed in the stations’ Political File within the Public File.

Spot times are available in 30, or 60-second announcements for the price indicated for each specified class of time. All spots are scheduled at the discretion of the station within the day and time parameters listed and the stations may reject any unreasonably specific requests. The station also sells a number of rotation packages, such as "run of schedule (ROS) spots, which may be carried anytime during the designated hours or day of the week. Generally speaking, the more broad the designated hours, the less cost per spot.

The stations' Political rate card will be posted during the Political "window": 45 days before Primary and Run-Off Elections, and 60 days before General Elections. Outside the "window", rates are available by request to the station General Manager. Instances of each of those requests will also be placed in the stations' Public File.

The prices quoted in the Political Rate card are for non-pre-emptible spots. A Candidate will not be preempted for a higher rate for a regular commercial advertiser. Candidate's spots that may be missed by error or technical difficulty will be made good within the flight of the schedule.

Rates for pre-emptible spots are available by request. Since specific political campaigns have very finite end dates, the station posts non pre-emptible rates.

For each political time order, a signed political broadcast contract must be at the station at least 72 hours prior to the broadcast. Produced commercials must be at the station 24 hours in advance. However, we will do our best to accommodate requests for reasonable access regardless of notice.

Under the rules of the Federal Communications Commission and the Federal Election Commission a sponsorship identification announcement must be given revealing who paid for or sponsored an announcement or program. Candidates and committees must disclose the true identity of the person whom the payment is made. The station is required to insert the required sponsorship identification before allowing the spot to air if the political announcement does not contain proper identification.

For Federal candidates who identify other candidates in the same race, their own voice must be included, identifying themselves, and stating that they approve the message.

The station's sales policy is to give clients the best marketing information available to help ensure a successful advertising campaign. The station will work with all qualified political candidates to ensure equal treatment and impartiality.

All political orders, whether direct from the candidate or through an advertising agency are subject to normal station credit policies. Normal station policy calls for cash payment in advance of the schedule for all new, event-oriented or one-time-only advertisers. Federal candidates, however, are not required to pay for more than 7 days in advance at a time.

The station will make its production facility available to all candidates, as it does for all non-political advertisers. All inquiries must be made through the General Manager, and are subject to studio and producer availability.

General Manager: Bob Villones, r.villones@kofm.com 580-210-5910