

# Political Advertising Disclosure Statement 2019

The purpose of this disclosure statement is to make those parties who purchase political advertising and programming time fully aware of the application of the "lowest unit charge" provisions of Section 315(b) of the Communications Act. The lowest unit charge provisions apply only during the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election (the "Election Periods") 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 noncandidate issue advertising. At times other than the prescribed Election Periods, the rates charges candidates shall not exceed the charges made for comparable uses of the station by other advertisers. The Chicago Municipal election is February 26, 2019, and the political window runs from December 28, 2018 to February 26, 2019. The Chicago Municipal Run-off is April 2, 2019, and the political window runs from February 27, 2019 to April 2, 2019.

## **Orders for Political Time**

Orders for political time will not be considered firm until a completed and signed Agreement

Form for Political Candidates (NAB FORM PB) has been delivered and payment is made at the time the Agreement Form for Political Candidates is signed. All orders for political time must go through the station (WCPT AM, WCPY FM). Programmers will be credited for air-time accordingly.

## **Proper Sponsor Identification**

All ads must comply with the sponsorship identification requirements of the Communications

Act. The identification must state that the broadcast is "sponsored, paid for, or furnished by" the identified sponsor. To be a "use" and in order to qualify for the lowest unit charge, a political program or spot must contain the candidate's voice. A pre-airing submission of all ads is requested to permit the station to verify compliance with the identification requirements. Should a candidate's ad not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the station reserves the right to add the required material within the quantity of time purchased.

## **Type of Rates Offered by the Station**

This station sells commercial time in thirty (30) and sixty (60) second increments throughout the day.

## **Types of Spots Offered by the Station**

Spots are offered for sale on a non-pre-emptible (fixed) basis as follows: Fixed Spot — Fixed spots will air in the program or time period purchased. These ads may not be pre-empted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties

### **Level of Rates Sold by the Station**

During 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 the Election Period, candidates will be charged the "Lowest Unit Charge" ("LUC") for the same class and amount of time for the same period. When a candidate purchases time outside the Election Periods, he or she will be charged rates comparable to current commercial rates. The LUC may vary dependent upon which Program a candidate purchases. Programmers that will accept political advertisements have filled out and signed a certificate documenting their given lowest rate charges for and spots. These certificates are on file.

### **Audit of Rates Charged**

At the end of each week during the Election Periods, the station will audit the rates for all political time broadcast during the Election Periods to insure that the rates charged candidates reflect the actual LUC, that is the lowest rate any advertiser paid for the same class of spot that cleared during the same time period during the given week. Refunds will be issued for any overages. Rates for the specific type of spot and periods desired will be provided upon request.

### **Deadlines for Receipt of Orders**

The station imposes the following deadlines for the receipt of orders — 5 business days prior to broadcast.

Revised December 28, 2018