



POLITICAL ADVERTISING POLICY KTVZ, KFXO, KQRE, NTVZ

All the information in this policy is important in understanding how political advertising is handled by KTVZ-TV, KFXO-TV, KQRE-TV AND NTVZ-TV

THIS FORM IS TO BE FILLED OUT BY THE
RECIPIENT AND RETURNED TO KTVZ-TV

Via e-mail to alex.health@ktvz.com

THIS IS TO ACKNOWLEDGE THAT I HAVE RECEIVED A COMPLETE
COPY OF THE KTVZ-TV, KFXO-TV, KQRE-TV, NTVZ-TV 2022 POLITICAL
ADVERTISING POLICY
(Revised March 3rd, 2022)

SIGNATURE _____

DATE _____

NAME _____

ADDRESS _____

DAYTIME PHONE _____

CANDIDATE'S NAME _____

POLITICAL ADVERTISING DISCLOSURE STATEMENT

OF

STATIONS

KTVZ-TV, BEND, OREGON

KFXO-TV, BEND, OREGON

KQRE-TV, BEND, OREGON

NTVZ-TV, BEND, OREGON

**This Disclosure Statement is Effective
For the Period Beginning on 4/2/22
And Ending on 5/17/22**

Disclosure Statement No. 1

March 3rd, 2022



Section 1 INTRODUCTION

We wish to thank you for your interest in purchasing political advertising on Station KTVZ-TV, KFXO-TV, KQRE-TV, NTVZ-TV. It is our desire to furnish you complete information concerning our various advertising rates, policies, plans and packages and to assist you in making an informed decision concerning the purchase of advertising on our Station. This Disclosure Statement (“Disclosure Statement”) is being provided to you for that purpose.

Should you have any question concerning the Disclosure Statement, please let us know. We realize that the purchase of broadcast advertising time may be complex. We will be pleased to respond to your questions and to clarify, upon request: our various rate plans, sales packages and policies. We encourage you to inquire. All inquiries should be directed to:

Ron Parodi, Acting NSM 541-617-6240, ron.parodi@ktvz.com

Alexandria Health, NSA, 541-617-6212, alex.health@ktvz.com

62990 O.B. Riley Road Bend,
Bend, OR 97703
541-383-2121

Section 2 **EQUAL OPPORTUNITY**

The Station will afford “equal opportunity” as determined by the Federal Communications Commission (“FCC”) for “uses” of the station’s broadcast facility by all legally qualified candidates for the same office.

For purposes of the “equal opportunity” requirement, a “use” is defined as any nonexempt appearance by a candidate on the station’s broadcast facility in which the candidate’s voice or likeness is identified or identifiable. Some candidate appearances, in news, news interviews, news documentaries, and involuntarily in the ads of opposing candidates do not normally qualify as a “use” and those appearances may be exempt from the “equal opportunity” law.

Section 3

ADVERTISING RATES

It is our policy and practice to comply with all applicable FCC requirements with respect to rates charged by our station for political advertising. Thus, within the meaning of the FCC's rules, it is our policy to extend for the "use" of the Station's broadcast facility by "legally qualified candidates" during the "lowest unit charge period"—which is the forty-five (45) day period prior to a primary election and the sixty (60) day period prior to a general election—the "lowest unit charge" that the Station extends to its most favored commercial advertisers for purchase of the same class and amount of time for the same period. And we extend for the "use" of the Station's broadcast facility by "legally qualified" candidates *outside* the applicable 45/60 day "lowest unit charge" periods, advertising rates that are comparable to rates we charge to commercial advertisers for comparable uses.

Please note that advertising (1) which does not include an appearance by the candidate in which the candidate's voice or likeness is identified or is identifiable; (2) which is not purchased by the candidate or the candidate's campaign committee or authorized agent; or (3) which is otherwise exempt by law does not constitute a "use." Such advertising, therefore, would not qualify for the "lowest unit charge."

It should be noted that the meaning of the term "use" in connection with the "lowest unit charge" requirement differs from the definition of a "use" for purposes of the "equal opportunity" requirement. For example, please see the definition of a "use" in Section 2.

Finally, it should be noted that *federal* candidates must meet the requirements set out below in Section 21 to qualify for the lowest unit charge.

Section 4

REASONABLE ACCESS BY FEDERAL CANDIDATES

Federal law affords candidates for federal office "reasonable access" to "use" a broadcast station's facilities. We will afford "legally qualified" federal candidates, i.e., candidates for President, Vice President, U.S. Senate and U.S. House of Representatives, "reasonable access" for the "use" of our facilities. Federal Candidates must comply with the new Federal Campaign Finance Reform Law of 2002.

Section 5

ACCESS BY NON-FEDERAL CANDIDATES

Candidates for state and local office will be afforded access to the Station's facilities subject to the time demands of federal candidates and our overall advertising availabilities. The Station may find it necessary not to accept or to limit the amount and class of advertising by certain candidates for state and local offices.

Section 6

HOW OUR ADVERTISING IS SOLD

Our advertising rates are negotiated and established on an individual basis with each advertiser, and the rates vary depending on the class of time and overall market conditions and advertiser demand at the time the order is placed. These demand-driven rates will be extended to all political candidates to whom we sell advertising.

We offer to all advertisers the following classes of time: (1) Non-Preemptible or Fixed Announcements; (2) Preemptible with 72-Hour Prior Notice; (3) Preemptible with 24Hour Prior Notice (4) Immediately Preemptible; and (5) Rotators (Run of Schedule). A description and definition of each class follows:

1. Non-Preemptible or Fixed Announcements. These announcements are broadcast at an agreed upon rate at a specific time or within a specific program. They are the most expensive class of time sold by the Station. These announcements will not be preempted by an advertiser offering a higher rate.
2. Preemptible with 72-Hour Prior Notice. These announcements are scheduled to be broadcast at a specific time and are subject to preemption only upon 72-Hour Prior notice to the advertiser. Preemptible with 72-Hour Prior Notice announcements are superior in terms of preemption and make goods to Rotators (Run of Schedule), Immediately Preemptible and Preemptible with 24-Hour Prior Notice announcements, but subordinate to Non-Preemptible or Fixed Announcements. At current selling levels, we estimate that this class of time will be preempted approximately 10 percent (10%) of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of the preemption when your order is placed.
3. Preemptible with 24 hour Prior Notice. These announcements are scheduled to be broadcast at a specific time and are subject to preemption only upon 24-Hour Prior notice to the advertiser. Preemptible with 24-Hour Prior Notice announcements are superior in terms of preemption and make goods to Immediately Preemptible and Rotators (Run of Schedule) announcements, but subordinate to Non-Preemptible or Fixed Announcements and Preemptible with 72-Hour Prior Notice announcements. At current selling levels, we estimate that this class of announcements will be preempted approximately 25 percent (25%) of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of the preemption when your order is placed.

4. Immediately Preemptible. These announcements scheduled to be broadcast at a specific time and are subject to preemption without prior notice. Immediately Preemptible announcements are superior in terms of preemption and make goods only to Rotators (Run of Schedule) announcements, and are subordinate to Non-Preemptible or Fixed Announcements, Preemptible with 72-Hour Prior Notice and Preemptible with 24Hour Prior Notice. At current selling levels, we estimate that these announcements are preempted approximately 50 percent (50%) of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.

5. Rotators (Run of Schedule). These announcements are run during specified or negotiated time periods. They are scheduled at the discretion of the Station and run only if no higher paying advertiser purchases the time period during which they are scheduled. At current selling levels, we estimate that these announcements are preempted approximately 75 percent (75%) of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.

Section 7 **TIME UNITS AVAILABLE**

We sell spot advertising time to candidates in 10, 20, 30 and 60-second units. All rates provided on Attachments are based on 30-second duration. 60-second spots are double the rates listed; 15-second standalone spots are 65% of the rate listed; and 10-second spots are 50% of the rate listed.

Although we do not routinely sell time in units of more than 60 seconds duration, requests by political candidates to purchase longer form program time will be evaluated on a case-by-case basis. We request that you inquire of us if you are interested in purchasing longer form program time, and we will review with you the availabilities and rates that would be applicable both outside and within the “lowest unit charge” periods.

Federal candidates will be afforded “reasonable access” to all time units, and all candidates for the same office will be assured “equal opportunity” in the placement, purchase and amount of time.

Section 8 **PREEMPTION PRIORITY FOR THE SAME CLASS OF TIME**

In the event our sale orders for the same class of announcements for the same time period should exceed the Station's available inventory, we will, subject to the "reasonable access" requirements for federal candidates, establish a scheduling priority for the announcements on the following basis:

1. Outside the "lowest unit charge" periods, in the event two or more advertisers have purchased the same class of announcements for the same time period the advertiser whose order was purchased first will be afforded priority.
2. During the "lowest unit charge" periods, political advertisements qualifying for the "lowest unit charge" will be afforded scheduling parity with advertisements purchased by the Station's most favored 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.

In order for a candidate to obtain clearance in a sold out time period, the station may require a candidate to purchase the next highest class of time.

Section 9 **MAKE GOOD POLICY**

In the event a Run of Schedule, Immediately Preemptible, or Preemptible with 72-Hour Prior Notice announcement is preempted, we will attempt to provide and "make good" the announcement in a comparable time period(s) to achieve an audience level comparable to that, which might have been estimated or projected by us when the order was placed. In these circumstances, if a suitable make good announcement cannot be broadcast, we will issue a rebate or credit as the advertiser may elect.

Section 10 **RATES OUTSIDE THE LOWEST UNIT CHARGE PERIODS**

The rates listed in Attachment A constitute the current charges extended to our regular commercial advertisers for the various classes of time described above. These are the rates that are available to political advertisers outside the "lowest unit charge" periods.

Section 11

CURRENT LOWEST UNIT CHARGE RATE

The rates listed in Attachment B constitute, as of the current date, the “lowest unit charge” rates for the various classes and units of time in the same time periods described above. These rates apply during the forty-five (45) day and sixty (60) day “lowest unit charge” periods prior to each election. Again, political advertisers should be aware that because our rates are negotiated with each advertiser and rise and fall based upon overall advertiser demand, these rates are subject to change. Moreover, it is not always possible to determine the “lowest unit charge” for any given week until all advertising for that week has been broadcast. Where appropriate, credit or rebates, as the advertiser may elect, will be issued.

Section 12

CURRENT RATES AND SELLING LEVELS

At the end of each week, we will update the rates quoted above and will, upon request, provide our current rates and current selling levels (i.e., estimated likelihood of preemption) to each advertiser. We encourage you to inquire of us each week so that the most current information may be furnished to you.

Section 13

AUDIENCE DELIVERY

While we will, upon request, attempt, in good faith, to estimate the audience rating for a specific advertising purchase, we do not guarantee that a particular advertising schedule will deliver that rating. We do not provide cash refunds or rebates to any commercial or political advertiser as the result of our failure to deliver an estimated audience rating.

Section 14

PACKAGE PLANS/DISCOUNT ARRANGEMENTS

Attachment C contains a description of our various commercial advertising package plans. This attachment reflects the rates available to “legally qualified candidates” both outside and within the “lowest unit charge” periods. These plans include opportunities for the purchase of various kinds of advertising packages that are available, including ancillary advertising opportunities such as companion Internet ads, etc. We encourage you to consult us to determine if any of the plans would be appropriate for your advertising needs.

Section 15

PER INQUIRY/DIRECT RESPONSE RATES

Our stations do not accept Per Inquiry advertising. We do however accept Direct Response Advertising. Direct Response Advertising is accepted as a broad rotation and is immediately preemptible with no make goods. We do have a Direct Response rate card available on request. These advertisements are subject to the highest preemptibility and are preempted approximately 75 percent (75%) of the time.

Section 16

NON-CASH MERCHANDISING AND PROMOTIONAL ADVERTISER INCENTIVES

The Station may offer various non-cash merchandising and promotion incentives to commercial advertisers. There are two instances where these incentives are not available to political advertisers: (1) where the value of such merchandise is de minimis or (2) where the non-cash incentive plans or promotion reasonably imply a relationship between the Station and the advertiser.

In addition - Billboards, paid public service announcements and sponsorships are not available for purchase by political candidates.

Section 17

AGENCY AND CANDIDATE COMMISSIONS

The Station customarily provides a fifteen percent (15%) discount for advertising purchases made by an advertising agency. Political candidates and authorized campaign committees who purchase time for a “use” during the “lowest unit charge” period without an advertising agency will be extended a fifteen percent (15%) discount.

Section 18

POLITICAL ADVERTISING DURING NEWS PROGRAMS

We do accept political advertisements during network and local news programming. However, we attempt to avoid any possible confusion between story content and political announcement. Therefore, in order to reduce the probability of a news story about a candidate or issue being near a relevant political advertisement, the station will exercise reasonable discretion in determining when during newscast such advertisements may appear.

Section 19

PRODUCTION CHARGES

Charges for the production of political advertising will not exceed comparable production charges made to commercial advertisers. If you are interested in having us produce a political ad, we encourage you to let us know and we will provide you with rate information. In order to prevent the appearance that our Station supports or favors any political candidate, we do not allow our on-the-air talent to appear in any political advertising.

Section 20

SEPARATION OF COMPETITIVE POLITICAL ADVERTISEMENTS

The Station's policy is to attempt, where possible, to separate competitive political advertisements. However, that may not always be possible, and the Station does not promise or warrant that competitive announcements will be separated.

Section 21

SPONSORSHIP IDENTIFICATION

All political advertisements must fulfill sponsorship identification requirements established by the FCC. The identification must state that the broadcast is "sponsored, paid for or furnished by" the identified person on whose behalf the advertising is purchased. All television ads must contain a visual identification in letters equal to or greater than four percent (4%) of the vertical picture height (i.e., no less than 20 scan lines) for a period of not less than four (4) seconds. Should a candidate's ad not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the Station will add the required material within the announcement. This may result in the content of the advertisement being truncated.

To receive the lowest unit charge during the applicable 45-day/60-day political windows, a candidate for *federal* office must provide a written certification to the Station at the time of the purchase stating that his or her advertisements will not mention any opponent unless the following conditions are satisfied:

- * A television advertisement must, for no less than 4 seconds at the end of the advertisement, contain a clearly identifiable photographic or similar image of the candidate and a clearly readable printed statement, identifying the candidate and stating that the candidate has approved the broadcast and that the

candidate's authorized committee paid for the broadcast.

In addition, where a candidate has supplied the above-referenced certificate, in order to receive the lowest unit charge, any ads submitted by a candidate for federal office must, in fact, comply with the certificate. All contracts entered into with federal candidates seeking the lowest unit charge are subject to compliance with this condition. Letter of Certification is contained on page 14 of this document.

Section 22 **ORDERING DEADLINES**

KTVZ, KFXO, KQRE AND NTVZ's ordering deadlines are as follows:

<u>Working Log</u>	<u>Deadline for Copy / Orders</u>
Tuesday	Monday, 12:00 PM
Wednesday	Tuesday, 12:00 PM
Thursday	Wednesday, 12:00 PM
Friday & Saturday	Thursday, 12:00 PM
Sunday & Monday	Friday 12:00 PM

The Station's regular ordering deadlines may be waived, where appropriate, to provide "equal opportunity" to political candidates or to provide federal candidates with "reasonable access."

This station has not provided weekend sales or traffic services to commercial advertisers in the past year. Therefore, no changes to political schedules will be accepted over the weekend prior to Election Day.

Orders must be accompanied by a complete and signed Agreement Form for Political Candidates (Form PB-17)

Advance orders for schedules of political advertising will be subject to reconfirmation one week preceding start of schedule provided that full payment has been received.

Section 23 **BROADCAST OF POLITICAL ADS ON ELECTION DAY**

It is our policy to broadcast political advertisements on the day of an election.

Section 24

WHO TO CONTACT

Political advertisers interested in ordering time should contact:

Ron Parodi, Acting NSM, 541-617-6240, ron.parodi@ktvz.com
Alexandria Health, NSA, 541-617-6212, alex.health@ktvz.com

62990 O.B. Riley Road
Bend, OR 97703
541-383-2121

Section 25

COMMERCIAL SPECIFICATIONS

To be compatible with the Station's broadcast equipment, tapes must be Beta SP.

We accept most methods of Electronic Delivery. Please contact the station regarding your preferred method or if you need to send a test. Commercials may also be sent to our Station FTP Site; instructions for using the FTP Site will be e-mailed upon request.

Section 26

COMMERCIAL AND COPY DELIVERY

Tapes or Electronic Delivery and copy, along with written instructions for airing, should be submitted to the Station as soon as possible to ensure proper airing.

As with all commercial advertisers, the failure of a political advertiser to fulfill all requirements in advance of deadlines may result in preemption of some or all announcements or programs previously scheduled.

Tapes and copy should be delivered to:

Traffic Department
62990 O.B. Riley Road
Bend, OR 97703
541-678-0151

Section 27
PAYMENT AND CREDIT POLICY

Unless the candidate, the candidate's campaign committee or the candidate's agency has established an acceptable credit history under the Station's customary credit policies and will accept full responsibility for all air time and production charges pertaining to the candidate, net cash payments must be received seven (7) days prior to broadcast.

Section 28
STATION'S RIGHT TO RECAPTURE TIME

We reserve the right to cancel or adjust the amount of time sold on the Station to accommodate special program or advertising preemptions, or because of technical difficulties or labor disputes, or for other reasons beyond the control of the Station, or where necessary to enable the Station, pursuant to the Communications Act of 1934, to satisfy the "equal opportunity" requirements of all legally qualified political candidates and the "reasonable access" requirements of all legally qualified federal political candidates. Where such cancellations or modifications are necessary, advertisers will be advised and rebates, credits, schedule changes or other adjustments will be made as may be appropriate.

Section 29
DISCLOSURE STATEMENT IS 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 this Station, in good faith, attempts to follow in connection with the sale and placement of political broadcast advertising. The terms of any actual sale of time are contained in our sale contracts and none of the matters contained in this Disclosure Statement are incorporated by reference in the sale contract.

Section 30
ADDITIONAL INFORMATION

We will be pleased to provide, upon request, further information about our rates, rotations, advertising policies, advertising packages, and advertising plans. We encourage prospective political advertisers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on the Station to assist you in communicating your message within our service area.

Political Certification

_____ (the “Candidate”), and any authorized committee of the Candidate, shall not make any direct reference to another candidate for the same office in any television broadcast unless at the end of such broadcast there appears simultaneously, for a period of no less than four (4) seconds, (i) a clearly identifiable photographic or similar image of the Candidate, and (ii) a clearly readable printed statement identifying the Candidate and stating that the Candidate has approved the broadcast and that the Candidate’s authorized committee paid for the broadcast.

This information is provided and certified as accurate by the Candidate (or any authorized committee of the Candidate) this _____ day of _____, 2022.

Signature

Name