

2016 POLITICAL DISCLOSURE STATEMENT

Applicability

The policies of KTEN TV with regard to political advertising apply **only** to uses by legally qualified candidates for public office or their authorized campaign committees; they are **not** applicable to purchases by candidates or others for non-“uses” (e.g., spots where the candidate does not appear by voice or picture), to purchases by political action committees or political parties that are not authorized by the candidate, to third-party endorsements, or to non-candidate “issue” advertising or advertising directed at ballot propositions.

Access

KTEN TV will provide reasonable access to all legally qualified federal candidates at least during the forty-five (45) days preceding the primary election and the sixty (60) days preceding the general election. The Station will air political announcements and programs until 7:57 p.m. on the primary election day and the general election day.

Window for federal primary election:	1/31-3/15
Window for general election:	9/9-11/8

Legally qualified federal candidates may purchase advertising in all available programming, from all classes of time, as set forth on the attached rate card.

Identification

The FCC requires that spots authorized by a candidate or the candidate’s committee contain the following visual disclaimer language: “Paid for (or sponsored) by [name of payor/sponsor].” *If this identification is not included or does not meet minimum FCC requirements, the Station reserves the right to add the appropriate sponsorship identification. However, KTEN TV will NOT add time to the length of a spot to accommodate sponsorship identification.*

In addition, the FCC requires that federal candidates include in the spot a statement that:

1. Identifies the candidate on whose behalf the time was purchased; and
2. States that the candidate approved the spot.

All political advertisements must comply with the sponsorship identification requirements of Section 317 of the Communications Act. All announcements must include visual sponsorship identification to be broadcast for not less than four (:04) seconds (“Paid for by” and/or “authorized by” segments). The Federal Communications Commission has determined that **ALL** of the letters in this identification must equal four percent of the vertical picture height (20 scan lines). *If this identification is not included or does not meet minimum FCC requirements KTEN TV reserves the right to add the appropriate sponsorship identification. However, the station will NOT add time to the length of a spot to accommodate sponsorship identification.*

KTEN TV will measure actual scan lines; therefore, the size of the font used during production may not be applicable. We strongly recommend that political advertisers use the scan line method to determine the acceptability of their respective announcements. Should production be necessary to bring an announcement into compliance with FCC guidelines, production costs will be billed to the candidate at the station’s prevailing commercial production rates. If neither the candidate’s voice nor picture appears in an ad, the ad does not qualify for L.U.C.

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This requirement may be met with *either* an unobscured, full-screen view of the candidate stating this information *or* a voice-over by the candidate accompanied by a clearly identifiable visual image of the candidate, which must be at least 80% of the vertical screen height. In addition, a written statement including the same information must appear at the end of the spot in a clearly readable manner for a period of at least four seconds.

Orders

Orders for political time may not be considered firm until KTEN TV has received the following:

1. KTEN TV requests that the candidate or his or her authorized representative complete and sign an **Agreement Form for Political Broadcasts**. The Station prefers the use of NAB Form PB-16 or more recent; copies are available from the Station. At a minimum, we will need the following information:
 - a. the candidate and federal office to which the request/order applies;
 - b. the class of time that is being purchased; and
 - c. the identity of the purchaser of the time, including the name of the candidate's authorized committee and the name of the committee's treasurer.
2. Net payment two (2) working days prior to air date, using cash or cash equivalent (check, credit card or money order). KTEN TV will evaluate requests from candidates for credit on the same basis used to evaluate such requests from similarly situated commercial advertisers. In addition, if the candidate's advertising agency accepts full responsibility for payment of time charges in writing and qualifies for credit under the standards used by KTEN TV to evaluate credit requests from commercial advertisers' advertising agencies, the Station will extend credit to the candidate's agency. Please contact KTEN TV for additional information.
3. If a political advertiser does not place his/her order through an advertising agency, he/she is entitled to a 15% reduction in the gross time sales amount.
4. When the purchase is made by a corporation, committee (other than a federal candidate's authorized committee), association, or other unincorporated group, a list of the entity's chief executive committee or board of directors must be provided to KTEN TV.
5. Where doubt exists, KTEN TV may require satisfactory proof that the candidate is "legally qualified," as that term is defined by the FCC.
6. Where doubt exists, KTEN TV may require satisfactory proof that the purchaser is authorized to buy time for the candidate.
7. Advance orders for schedules of political advertising will be subject to reconfirmation thirty (30) days before the start of the schedule.
8. Commercial facilities (tape, film, slides, or copy), along with written instructions for their use, should be submitted to KTEN TV as soon as possible to ensure proper airing. All instructions for airing of spots should be in writing. Any changes to these instructions should be made in writing to KTEN TV (by letter, fax, or e-mail) prior to the changes being made. Tape should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.
9. KTEN TV will endeavor to accommodate all changes in broadcast traffic as early as possible; however, we cannot guarantee that we will be able to accommodate all last minute changes. We can *generally* complete all changes up to 12:00 noon for the next day's business (Thursday for Friday and Saturday; Friday for Sunday and Monday).

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Failure by a political advertiser to fulfill all requirements in advance of some deadlines may result in preemption of some or all announcements or programs previously cleared.

Production

KTEN TV facilities may be used for the production of political announcements or programs, subject to available production time (rates are available on request). Production charges are handled separately from time charges. Agencies and/or candidates who schedule production time at KTEN TV are required to provide a check for payment of accrued charges following the final production session. No KTEN TV talent is available for political advertising purposes (on-camera or voice over).

Availabilities

Legally qualified candidates may purchase time from KTEN TV subject to availabilities.

- a. All lengths of spots are available to all legally qualified federal candidates (:10's, :15's, :30's, and :60's). Any deviations from the standard unit length (:30's) are limited and subject to greater preemptibility based on time period; approximately 5% of KTEN TV's inventory allows for natural :10's and/or :15's. Ten (:10) second announcements are calculated at 50% of the :30 second rate; fifteen (:15) second announcements are calculated at 75% of the :30 second rate; sixty (:60) second announcements are calculated at double (200%) the :30 second rate. All calculations for announcements other than :30's will be rounded to the nearest \$5 increment.
- b. Candidates should be aware that orders for the purchase of time made after 12:00 noon on the Thursday preceding Election Day may not be filled due to lack of availabilities. The earlier an order is placed, the greater the scheduling options will be.
- c. KTEN TV will work to satisfy the requests of all legally qualified opposing candidates for equal opportunities. As a result, certain time periods may be unavailable for other candidates in the same or other political races.
- d. Requests for programming avails and spots in non-standard increments from legally qualified federal candidates will be considered on an individual basis. No promotional announcements will be scheduled to promote political programs.

Rates

KTEN TV will offer every class of time at the lowest unit rate to legally qualified political candidates during the 45 days before a primary election or 60 days before a general election. KTEN TV will adjust rates in accordance with ordinary business practices, and lowest unit rates may change on a weekly basis, in keeping with our standard practice. During periods of high demand, clearance probability may change and increases in preemptions may occur. Should KTEN TV or the CW Television Network make any program changes, we reserve the right to change the rates accordingly. All advertisers (political and non political) will be notified and given the opportunity to revise their respective schedules accordingly.

KTEN TV sells nearly all of its inventory on a modified auction basis, but pre-emption priority and makegood rights are determined primarily by section level, not unit rate. The section level assigned to each spot you elect to purchase guarantees you the same level of pre-emption protection and makegood rights offered to our most favored commercial clients, for the same amount and class of time.

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Federal election law provides that a federal candidate is only eligible for KTEN TV's lowest unit rate if the candidate provides "written certification" to KTEN TV that the candidate and the candidate's authorized committee "shall not make any direct reference to another candidate for the same office" in a spot unless that spot complies with expanded sponsorship identification requirements. Note that this requirement applies to any "reference" to another candidate – not necessarily an attack or a negative reference. In addition to supplying certification – which should be made with *every purchase* of political advertising that would be entitled to lowest unit charge – the federal candidate must actually comply with the certification. If a candidate's sponsored spot airs on KTEN TV and refers to an opposing candidate without including the enhanced sponsorship identification, that candidate is not entitled to KTEN TV's lowest unit rate for that spot or for any spot run from that day through the relevant election window.

To satisfy the enhanced sponsorship identification requirements, the end of the spot must contain both a clearly identifiable photographic or similar image of the candidate and a clearly readable printed statement that identifies the candidate and states that the candidate has approved the spot and that the candidate's authorized committee paid for the spot.

KTEN TV's classes of time are:

Section 1 Non-Preemptible - Spots scheduled to air at KTEN TV's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots may not be preempted in favor of any other advertisement and will air as scheduled excluding unforeseen changes or technical difficulties. Because KTEN TV has a limited number of commercial avails, even "non-preemptible" time may be sold out. In this case, KTEN TV will endeavor to locate a comparable area for placement of a candidate's time.

Section 2 Preemptible with Notice - Spots scheduled to air at KTEN TV's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other advertisements upon 24 hours notice, or 48 hours notice to the advertiser. We believe, in our best good faith assessment, that advertisements purchased at this rate level have a 50% or better chance of airing.

Section 3 Immediately Preemptible with No Notice - Spots scheduled to air at the KTEN TV's discretion within or adjacent to the particular program, time period, daypart, or day as specified by the advertiser. These spots **may** be preempted in favor of other advertisements with no guarantee of advance notice to the advertiser. We believe, in our best good faith assessment, that advertisements purchased at this rate level have a less than 50% chance of airing.

Run of Schedule (ROS) - A form of immediately preemptible time in which KTEN TV has wide discretion to schedule announcements when and as time is available. KTEN TV will air as many ordered ROS spots as possible within the flight dates specified by the advertiser. If any ordered spots are not aired within the flight dates, the advertiser will receive a credit; no make-goods will be offered for preempted spots in this class of time. Candidates who are interested in ROS scheduling should contact KTEN TV for an explanation of available time periods and rates.

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Direct Response - Rates are available on request. Direct Response advertisements are scheduled to air at KTEN TV's discretion within wide rotations as negotiated with the advertiser. Direct Response Ads are generally automatically credited when pre-empted.

Rotations other than those shown on the attached rate card are available upon request. Please contact KTEN TV for more information.

KTEN TV sometimes sells time on the basis of ratings and demographic delivery targets specified and agreed on by the advertiser and KTEN TV at the time a contract is entered into. Although KTEN TV does not guarantee that time sold will deliver the specified ratings and demographic targets, it will cooperate with advertisers in conducting post-broadcast analyses of their schedules and will, in cases of substantial under-delivery, work with the advertiser to make up a portion of the under-delivery. Because no "sweeps" books will be published during the pre-election period, KTEN TV cannot provide political advertisers with underdelivery make-goods in accordance with its standard practice. If you would prefer to negotiate to purchase time against specified ratings and demographic targets and to receive compensation for underdelivery in another way, please contact KTEN TV. You should be aware that KTEN TV will not provide underdelivery bonus spots scheduled to run after the election to any candidate.

Rebates

In the event KTEN TV sells and broadcasts a spot in a particular class and for a particular time period at a rate lower than the rate paid by a candidate for the same amount of time in the same class and same time period, the candidate will be afforded the benefit of the lower rate, to the extent required by federal law. KTEN TV will provide the candidate with either a rebate or a credit against future purchases, at the candidate's option.

Make-goods

KTEN TV will endeavor to provide "make-good" spots prior to the election for candidate authorized spots that are preempted by other spots or due to technical problems. Although the KTEN TV's policy is to offer all candidates make-goods before the election, we cannot guarantee to any advertiser that the make-goods can be provided in the specific program, time period, or rotation originally ordered. If inventory constraints preclude such identical scheduling, KTEN TV will offer make-goods of equivalent value. If these are not acceptable to the advertiser, KTEN TV will provide credits or refunds for preempted spots.

Packages

Combinations of classes are available to candidates. The rate charged for each ad in a package, however, will reflect the lowest unit charge for the class of time ordered. Please contact KTEN TV for more information. The lowest unit rate for each class of time reflects package discounts.

Recapture of Spot Time Sold

KTEN TV retains the right to recapture spot time sold in order to meet equal opportunity or reasonable access requirements of the Communications Act of 1934 as amended. If spot time is recaptured by the station, the advertisers will be advised as soon as is practicable, and an appropriate refund will be issued.

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Cancellations

An advertiser who has paid in advance for a flight of advertisements may cancel that flight, or any part thereof, five (5) or more days before the first spot is scheduled to run for a full refund or credit. Any advertiser who cancels less than five (5) but more than two (2) days before the first spot is to be scheduled to run will receive a refund or credit for 50% of the amount paid for the cancelled spots. Any advertiser who cancels two (2) or fewer days before the first spot is scheduled to run will receive no refund or credit for the cancelled spots.

Placement

KTEN TV will endeavor to give protection within a break to candidates for the same political office. However, we do not guarantee "product protection" to any advertiser and, where scheduling so dictates, candidates' spots may be aired back-to-back with their opponents' spots.

Public File

KTEN TV's maintains a public inspection file at 10 High Point Circle, Denison, TX 75020 which includes certain required information concerning political advertising. The file is available for inspection during KTEN TV's normal business hours (Monday through Friday 8:30 a.m.-5:00 p.m.). All requests to inspect the information contained in these files must be made in person. Copies of information contained in these files can be made for a nominal fee.

A C K N O W L E D G E M E N T

Advertiser has been advised that a variety of classes of time (preemptible and non-preemptible) and package options are available to advertisers at a variety of rates, and the purchaser has been furnished with all requested information concerning rates, discounts, preemptibility, clearance package plans, and opportunities for negotiation.

KTEN TV Acknowledgement of disclosure to candidate

Printed Name of Candidate

Printed Title of Office Candidate is seeking

How disclosure made available to Candidate
(fax, mail, in person, e-mail, etc.)

Phone Number of Candidate

*KTEN TV adheres to all political rules and regulations
as dictated by the Federal Communications Commission*