

To All Political Candidates and/or Advertising Agencies:

As you know, broadcast stations' sales of time to all legally-qualified political candidates are governed by the Communications Act of 1934, as amended (the "Act"), and the rules and policies of the Federal Communications Commission (FCC). WFTV has always conscientiously implemented its obligations under those federal statutory requirements.

In order to clarify the Station's political broadcasting policies and protect the legal rights of candidates and the Station alike, and to comply with requirements of the Act and the FCC, the Station has adopted certain policies and procedures with respect to the sale of political advertising.

Those policies and procedures are set forth in the enclosed "WFTV Political Policy" and in this letter. **Please read them and familiarize yourself with their contents in order to avoid confusion and misunderstanding concerning political advertising.** All sales of advertising time to you as agent for

_____, a legally-qualified candidate for public office, are made subject to the terms and conditions set forth herein and in the WFTV Political Policy. We ask that you **date, sign** and **return** the enclosed "**Acknowledgment of WFTV Political Policy**" to confirm your receipt and understanding of the WFTV Political Policy.

The demand for and clearance potential of various classes of advertising time sold by the Station may vary based upon fluctuating demand within the marketplace. **Please inquire at the time of your order as to current estimates concerning the lowest unit charge and clearance potential of various classes of advertising time which are available.**

All rates for "uses" of the Station by legally-qualified candidates will be governed exclusively by the Act and the rules and policies of the FCC. All time sold by the Station is sold in recognition that the FCC is the sole and exclusive forum for the resolution of all disputes concerning charges for "uses" of the Station by legally-qualified candidates, subject to such judicial review as is provided for by the Act.

In order to confirm your understanding of, and signify your agreement to, the political advertising policies of the station, please sign and date the attached "**Acknowledgment of Political Broadcasting Policy of WFTV-TV**" as the authorized agent and representative of

_____ and return it to the undersigned. The second copy is for your records.

Thank you for considering WFTV-TV as part of your campaign.



Mario Mendoza
Director of Sales

2018 INFORMATION CONCERNING POLITICAL ADVERTISING POLICIES OF WFTV-TV

The following sets forth political advertising policies of WFTV-TV, adopted in compliance with requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission. These policies apply to purchases of advertising time for “use” by legally qualified political candidates. An advertisement or program involves a “use” if it includes the recognizable voice or image of the candidate. Candidates may be asked to demonstrate that they are legally-qualified. All federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002 as they may be applicable at the time a candidate advertisement airs.

Spot Announcements - Terms and Conditions

During 45 days before primary and the 60 day period before a general or special election (the “pre-election window”), WFTV-TV will sell spot announcements to political candidates on the same terms and conditions as are available to its most favored commercial advertisers. Pursuant to the Bipartisan Campaign Reform Act of 2002, no federal candidate will be offered the lowest unit charge unless the candidate provides the station with a certification that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. The following classes of spots, each of which has a separate rate structure, are available:

- Class 1: Fixed or non-preemptible time. Spots purchased as fixed are not preemptible by other advertisers and will air as ordered except in the case of technical malfunction or unforeseen programming changes. In such cases makegoods will be provided as promptly as possible (and before the election) in comparable or better time periods.
- Class 2: Commercials bought at these rates have an estimated 70%-90% probability of airing, depending on market demand. These spot announcements may be preempted in favor of other spots announcements with advanced notice to the advertiser. No class 2 spots will be preempted if there are class 4 or class 3 spots bought in the exact same time period in the exact same week. If preemptions should occur, the station will give 2 day notice and an attempt will be made to offer a makegood of equal audience value. Every effort will be made to makegood preempted spots purchased for use during the pre-election windows, before the election.
- Class 3: Commercials bought at these rates have an estimated 40%-70% probability of airing, depending on market demand. These spot announcements may be preempted in favor of other spots announcements with advanced notice to the advertiser. No class 3 spots will be preempted if there are class 4 spots bought in the exact same time period in the exact same week. If preemptions should occur, the station will give 1 day notice and endeavor to offer a makegood of equal/lesser audience value. Every effort will be made to makegood preempted spots purchased for use during the pre-election windows, before the election.
- Class 4: These are rates below the station’s effective selling level. Commercials bought at these rates have an estimated 10%-45% probability of airing, and are immediately preemptible. In addition, upon preemption the Station will endeavor to offer makegoods in whatever programming is available, which may be time periods of lesser audience value or different class of time.

WFTV/WRDQ/ERDQ in house traffic section codes run 2 thru 5 these match up to our Political Class codes in this way. In-house section 2 equals Political Class 1, In-house section 3 equals Political Class 2, In-house section 4 equals Political Class 3 and In-House section 5 equals political Class 4.

The chance that preemptible spots will be preempted varies with the demand for time, which depends upon many factors such as the popularity of particular programs, the number of other advertisers seeking to purchase a particular program, economic conditions and similar considerations. As a result, the clearance potential of spots at particular price levels cannot be predicted in advance with complete accuracy. Inquiry should be made at the time of order as to present estimates of the clearance potential of preemptible spots in particular time periods. Those estimates do not guarantee clearance or level of preemptibility as demand can vary daily, particularly immediately before elections.

Attached is a rate card showing our estimates of the lowest unit charge for fixed time and for all Classes of preemptible time. All prices shown are subject to change – please contact the station closer to the election date for updated estimates. Candidates should inquire at the time of purchase as to current estimates of preemptibility of time bought at these rates.

WFTV-TV may also make available other rotations upon request, and may negotiate special advertising packages (combinations of spots in various classes or rotations) tailored to suit the particular needs of individual candidates. WFTV-TV may also engage in special promotions and if so, it will make such promotions available to political advertisers upon request. Please note that in calculating the lowest unit charge, WFTV-TV will take into account the rates for spots which are part of packages sold to commercial advertisers, and candidates thus do not need to purchase entire packages in order to gain the advantage of package pricing.

:10/:15 Second positions. Placement is available in “natural” areas (slots specifically designated for these lengths) Please inquire as to the specific areas of natural :10’s and/or :15’s as these can change periodically. :10/:15 second announcements in “unnatural” areas can be preempted by :30 second positions, even if a fixed rate is selected, if sell-out of the :30 second position occurs.

Rates shown on WFTV rate cards are for 30 second spots. 60’s are double, 15’s are 65% and 10’s are 50% of the 30-second rate. Please inquire concerning rates, preemptibility, scheduling and makegood policies for 10-second and 15-second commercials.

All commercials and programs are fully commissionable to recognized agencies at 15%. Candidates who purchase time without use of an agency will be extended a 15% discount.

WFTV airs political advertising on Election Day until 1pm EST.

Political spots will be offered during specific segments within and/or adjacent to news programming. Adjacent positions will be priced on the same basis as spots within the news and sold as a part of that news program’s commercial rotation.

WFTV-TV, will, on appropriate request and consistent with availability and applicable federal requirements, make program time available for use by legally-qualified federal political candidates. If program time is desired, please contact the station directly for current availability and rates.

Rebates

The lowest unit charge is the lowest per-spot price paid for the same class and amount of time during the same time period. WFTV-TV will upon request provide current estimates of the level and clearance potential of the lowest unit charge for particular classes of time. However, because determination of the lowest unit charge cannot be made until after all time has aired during a particular week, and because the rate levels at which time will clear vary with market demand, WFTV-TV cannot guarantee its estimate of the lowest unit charge and all such estimates are subject to change in light of subsequent market conditions.

On a weekly basis, WFTV-TV will review purchases of advertising by commercial and political advertisers. If that review indicates that the same amount of advertising time for a particular class and time period was sold to a commercial advertiser at a rate lower than the rate paid by a candidate, the candidate will be granted a rebate to the applicable lowest unit charge in order to comply with federal requirements. Every reasonable effort will be made to issue rebates (or, at the candidate's option, credits) within one week and, to the extent possible, prior to the election.

Sales of time outside the Pre-election Window

If candidates purchase time for broadcast outside the statutory pre-election window, rates and conditions of sale will be comparable to those charged and applied to commercial advertisers. Avails and rates will be provided to candidates for these periods on the same basis as to commercial advertisers. Candidates are not entitled to the lowest unit rate for time purchased for use outside statutory pre-election periods.

Volume discounts and similar discount privileges are available to candidates only on the same basis they are available to commercial advertisers during those periods. Rebates will be available only if required by equal opportunities and comparable rate requirements. The Station's policies concerning makegoods, the availability and pricing of package plans and other sales practices will be applied to political advertisers during non-window periods on the same basis as to commercial advertisers. Candidates purchasing time for broadcast outside of pre-election windows should inquire if they have additional questions about the Station's policies during these periods.

Federal candidates must provide the station with a certification that they (and their authorized committee) have not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. This certification must be provided before the Pre-Election Windows if the candidate intends to receive statutory lowest unit charge benefits inside of the Pre-Election Windows, and should be provided with the first order whenever possible.

Ordering Procedures

All political advertisers are asked to execute the attached "Acknowledgment of Political Broadcasting Policies on WFTV-TV."

No political advertising will be considered firm until WFTV-TV has accepted and confirmed the order. Payment in full is due at the time of the order or 7 days before the first broadcast, whichever is less. All payments must be made by check. All political advertisers must provide information concerning the entity or individual who is paying for the advertisement, including the identity of its chief executive officers or members of its executive committee or board of directors.

All advertising contracts and production materials must arrive at WFTV-TV no less than 24 hours in advance of telecast in order to ensure that the program/advertisement involves a "use" and to confirm compliance with broadcast technical standards, sponsorship identification requirements and the provisions of this policy. (Orders to begin during a weekend should be placed with payment no later than noon of the preceding Friday.) On pre-election weekends station personnel will not be available to change or accept copy. WFTV-TV requires two weeks' notice for order cancellation.

The station reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the station, the candidates will be advised as soon as practicable and an appropriate refund will be issued.

Sponsorship Identification

All political announcements and programs must include a sponsorship identification announcement which identifies the organization or individual which has paid for the commercial, using the terms "paid for by" or "sponsored by." Such sponsorship identification must at least be visible and all letters must be at least four percent of vertical picture height and must last for at least four seconds. If an announcement or program does not include the required sponsorship identification, the Station will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers. For a federal candidate to receive lowest unit charge, all advertisements that refer to opposing candidates must contain a printed statement that is displayed with a candidate picture. The printed statement must identify the candidate, state that the candidate approved the broadcast, and state that the candidate and/or candidate's authorized committee paid for the broadcast.

Disputes

The Communications Act of 1934, as amended (the "Act"), establishes certain requirements for the sale of broadcast advertising time for use by or on behalf of political candidates. The Federal Communications Commission ("FCC") has adopted rules and policies to implement those requirements and is the entity with exclusive jurisdiction to enforce the Act. All complaints concerning the sale of political advertising by WFTV-TV should therefore be filed with the Federal Communications Commission, subject to judicial appeal as provided by the Act. In order to ensure that material necessary to resolution of disputes is maintained, political advertisers should file complaints with the FCC concerning the Station's political practices and policies within 90 days of the election. The FCC's resolution of such complaint(s), subject to each judicial review as is provided by the Act, provides the sole and exclusive remedy for such complaints.

Other Matters

WFTV-TV maintains public inspection files on the Federal Communications Commission web site at www.fcc.gov.

This policy and the rates set forth on the station's attached political rate card are subject to change.

CERTIFICATION

I am a candidate for the federal office listed below. Pursuant to 47 U.S.C. § 315(b), I hereby certify that neither I nor any of my authorized committees have or will make a direct reference to another candidate for the federal office listed below unless such reference meets the requirements of 47 U.S.C. § 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002.

I certify under penalty of perjury that this certification is accurate as of the date hereof.

Candidate Name (printed)

Federal Office

Authorized Campaign Committee (printed)
(if signing for the Candidate)

Signature

Date:

**2018 ACKNOWLEDGMENT OF POLITICAL
BROADCASTING POLICIES OF WFTV-TV**

This will acknowledge receipt of “Information Concerning Political Advertising Policies of WFTV-TV.”

I agree that all purchases of advertising time on WFTV-TV, which I make by or on behalf of legally qualified political candidates, will be made subject to this Acknowledgment and the Political Policy.

I certify that I have been fully informed to my satisfaction concerning all classes of time which are available to advertisers, including every level of pre-emptability; the chances of preemption for the various levels of pre-emptability; the availability of packages and rotations, including the station’s willingness to negotiate combinations of time suitable to the needs of particular candidates; and the station’s policy with respect to makegoods.

I recognize the exclusive jurisdiction of the Federal Communications Commission (“FCC”) under the Communications Act of 1934, as amended the “Act”), with respect to all disputes concerning purchases of advertising time by or on behalf of legally qualified political candidates, specifically including all disputes concerning charges for candidates’ “uses” of station facilities. I acknowledge that all such disputes will therefore be governed exclusively by the FCC’s rules and policies, subject to such judicial review as is provided for by the Act. In order to ensure that material necessary to resolution to such disputes is maintained, any such complaint should be filed with the FCC within ninety (90) days after the date of the election for which advertising has been purchased.

Unless I am, or represent, a candidate for federal elective office, I agree to indemnify and hold WFTV-TV harmless from and against any and all damages and liability, including reasonable attorney’s fees, which may be assessed as the result of advertising not involving a “use” which I purchase.

If I am an agent acting on behalf of a candidate, I certify that I have made full disclosure to the candidate of the information provided to me by WFTV-TV concerning its political advertising policies, and, if not, that I have been specifically authorized by the candidate to purchase advertising time on the Station on his or her behalf without the need to make such full disclosure. I further represent that I am authorized by all candidates on whose behalf I purchase time to agree to the terms and conditions set forth herein.

By: _____

On Behalf: _____

Date: _____