Stephens Media Group Medford 2020 GUIDELINES TO POLITICAL ADVERTISERS
Disclosure Statement

1. Information

A. **Requesting General Information**:
All inquiries should be directed to Joe Mussio, Market Manager or Michele Mussio, Sales Manager (541) 779-1550.

B. **Required Candidate File Information**. All inquiries should be accompanied by the completed Political Inquiry from identifying the caudate, organization and nature of the request.

All the political advertisers are asked to execute the Acknowledgment of Stephens Media Group- Medford Political Broadcast Policies form. In the event this form is not executed, Stephens Media Group- Medford will place a special notice in the Political file.

The Stephens Media Group- Medford Political Agreement form to be completed by the advertiser should accompany each political order.

Advertising orders for all candidates must be received in writing and signed by the person making the purchase. If an advertising agency is involved, the advertiser should furnish Stephens Media Group- Medford with a statement signed by the candidate authorizing the agency to purchase advertising on the candidate's behalf.

A definition of each class of time available to commercial advertisers is presented in this document. In addition, a description of the lowest unit charge and comparable rate changes and related privileges is also provided. This includes priorities against preemption and make-good policies for each class of time.

C. **Access to the Public File**. All inquiries, including requests for time and time purchase contracts, will be place in the Station's online Political File on the timely basis.

To insure consistent handling of request, Stephens Media Group- Medford will not give competitive information to opposing candidates or their representatives via mail or telephone. However, candidates or their representatives may view the station public inspection files on political advertising during regular business hours 8:30 a.m. through 5:30 p.m., Monday through Friday. Special circumstances may be considered on a case-by-case basis. Although no portion of this file may be removed from the premises, copies may be made of any information at the rated of $.25 per copy. The Political Files contain all record of candidate's inquiries,

commercial orders and traffic instructions. It does not contain commercial scripts or video.

2. Scheduling and Commercial Announcements.

A. **Terms and Conditions**. Stephens Media Group- Medford will provide reasonable access to all federal candidates for Oregon and Northern California constitutional offices and other offices within Stephens Media Group- Medford listening area will be considered by case and available inventory. For the General Election to be conducted November 6, 2018, Stephens Media Group- Medford will offer access to federal candidates and candidates running for statewide offices.

B. **Pre-Election Periods**. Section 3915(b) of the Act directs broadcasters to charge legally qualified candidates for public office *the lowest unit charge* ("LUC") of the station for the same class during the 45 days preceding a primary election and the 60 days preceding a general or special election (pre-election period). With in the pre-election period, Stephens Media Group- Medford will sell spot announcements time to political candidates on the same terms and conditions as are available to its most favored commercial advertisers. Volume buys are not required in order to secure the most favored terms and conditions available to commercial advertisers.

These policies apply to purchases of advertising and dime for "use" by political candidates. An advertisement or program involves a use "if it is any 'positive' non-exempt appearance by a candidate by recognizable voices or picture." Candidates may be asked to demonstrate that they control, approve or sponsor advertisements or program.

Oregon Primary	45 Days Preceding	Dates of Election
	April 4, 2020	May 19, 2020

General Election	60 Days Preceding	Date of Election
	September 4, 2020	November 3, 2020

Outside of the specified pre-election periods, Stephens Media Group-Medford may charge legally qualified candidates as much as it charges commercial advertisers for "commercial use" of the station (47 U.S.C. Section 25(B)). Commercials schedules, availabilities and rates will be provided to candidates during these periods on the same basis as made available to commercial advertisers. Candidates are not entitled to, but may still receive the lowest unit charge for time purchased outside of the above pre-election periods. Stephens Media Group- Medford policies

concerning negotiated rated, make-goods, package plans and other sales practices will be applied to political advertisers as they would to commercial advertisers.

3. **Classes of Commercial Time.**
The following classes of time are available, each with its own rate structure and lowest unit charge:

Non-Pre-emptible. Commercials sold on this basis will not be preempted by commercials or political advertisers paying for non-preemptible rates. They will run as ordered except in extraordinary circumstances such an s technical malfunction or program pre-emption.

Pre-emptible with Notice: The chance that pre-emptible commercials will in fact be pre-empted varies with the demand for time, and that depends on many factors such as popularity of particular programs and seasonal demand. As a result, the clearance potential of particular classes of commercials can be predicted in advance and advertiser will be notified 72 hours prior. Inquiry should be made at the time of the order to present estimates of the clearance potential.

Pre-emptible without Notice The chance that pre-emptible commercials will in fact be pre-empted varies with the demand for time, and that depends on many factors such as popularity of particular programs and seasonal demand. As a result, the clearance potential of particular classes of commercials cannot be predicted in advance with complete accuracy. Inquiry should be made at the time of the order to present estimates of the clearance potential. These estimates do not guarantee clearance. When pre-emption occurs the station will do its best to provide notification at least one-business days prior to the airdate. Notification is not guaranteed prior to expected start date. In the event that pre-emption occurs, the station will offer a refund or placement with in flight dates.

A. **Commercial Length and Long Form Program Placement**. All rates listed on the rate card are 60/30 seconds. Other length commercials are available on request. If, :10 or :15 second announcements are ordered within programs which are not formatted specifically for the abbreviated length and are not pared with other commercials to fill two: 30, the announcements are subject to pre-emption to accommodate :30 commercials.

Stephens Media Group- Medford will make available program and long form commercials for use by federal candidates. If program time is desired, please contact the station.

4. Requirements.

A. Candidate Identification.

(1) **Lowest Unit Charge Consideration**. In order for a political announcement to qualify for lowest unit charge considerations, the candidate must take part in the announcement in such a way the audience will recognize his or her voice or picture. It is sufficient if the candidate identifies him or herself by name, or if their voice is so well known that the audience will recognize it.

(2) **General Requirement**. All political announcements must include a proper identification of the organization paying for the announcement.

The identification must state "paid for" or "sponsored by" the entity actually paying for the time.

The sponsor must be identified with letters equal to or greater that four percent of the vertical picture height for not less than four seconds. Twenty scan lines meets the four percent requirement.

(3) **Authorization**. If the announcement is paid for by the candidate or their committee, authorization by the candidate is assumed, but should be stated.

If the announcement is authorized by the candidate of their committee, but paid for by a third party, the announcement must include the name of the third party, and the statement the candidate authorized that announcement.

If the announcement is not authorized by the candidate or their committee, the mane of the sponsor paying for the announcement must be included along with the statement the announcement was not authorized by any candidate. This does not qualify as a "use "by a candidate for Lowest Unit Charge consideration

Any production fees uncured by Stephens Media Group- Medford adding this identification will be passed to the advertiser and is subject to available production time for making the change.

B. **Payment for Commercial Schedule**. Payment by check, cash or money order for the full net amount must be made before the schedule is confirmed. The station may extend credit under special circumstances. ONLY the amount of the time paid for will be confirmed and contracted. The time at which an order is considered "paid for" is based upon when that payment is in possession of the Stephens Media Group- Medford Director of Sales, or a representative of Stephens Media Group- Medford.

All qualified political advertisers are entitled to agency discount; therefore, a 15% discount was applied to all Stephens Media Group- Medford commercial rates listed.

C. **Traffic and Schedule Guidelines**.

(1) **Stephens Media Group- Medford Log Schedule**. All advertising orders, political agreement forms, payments and completed production must be received by Stephens Media Group- Medford with in the standard log schedule as listed below:

Schedule Air Date	Order Deadline	Copy Deadlines

Deadlines for all commercial material, time orders, and contract changes are as follows:

Noon	Thursday--for Sunday's log
Noon	Friday--for Monday's log
Noon	Monday--for Tuesday's log
Noon	Tuesday—for Wednesday's log
Noon	Wednesday—for Thursday's log
Noon	Thursday—for Friday's log
Noon	Thursday—for Saturday's log

All required material must be in-house and in conformance to FCC guidelines by the above deadlines before confirmation will be considered. This includes revisions and new orders.

(2) **Traffic Guidelines for the Week Immediately Prior to the Primary and General Election.** This specifically concerns a candidate's ability to revise traffic instructions of prepaid

political schedules from Friday, close of business, to Monday opening of business, the weekend immediately preceding the general election or primary. A schedule with specific information and candidates authorization will be distributed the week prior to this date.

(3) Restrictions. Reasonable access: Stephens Media Group-Medford has an obligation to provide "reasonable access" to all federal candidates, and will provide "equal opportunities" to all candidates for specific state and local offices for which it accepts advertising. It may be necessary for Stephens Media Group-Medford to restrict the amount of time a candidate may buy in any one program or on any one day, or Stephens Media Group-Medford may have to actually move a commercial for a candidate in favor of one for an office or greater importance to the public, typically a federal office. Stephens Media Group-Medford reserves the right to pre-empt any candidate in order to allow access by competing candidate or candidates from other races. All commercial schedules are subject to the understanding that Stephens Media Group- Medford may cancel portions of schedules sufficient to allow access to other candidates in compliance with federal laws.

5. Procedures.

A. **Commercial Production**. Stephens Media Group- Medford does produce commercial announcements. Call Joe Mussio at Stephens Media Group-Medford (541) 779-1550 for details and production deadlines.

If an announcement requires station production to either add or fix candidate identification, Stephens Media Group- Medford will perform the production at the sponsor's expense with in a reasonable period of time. The station added identification might cover some part of the existing commercial. A commercial which arrives without proper identification must be revised to conformance with FCC rules.

B. **Rebates**. Stephens Media Group- Medford will review political purchases weekly inside the pre-election periods to determine if the candidates are entitled to any rebates. In the event a rebate is due, Stephens Media Group- Medford will promptly rebate the overage and make every effort to do so prior to the Election. The station will offer rebate in the form of additional spots, unless otherwise requested by the candidate or representative. When additional spots are offered, the candidate or representative will be notified via fax or email prior to the spots airing.