

CIVIC MEDIA POLITICAL ADVERTISING POLICIES & DISCLOSURES

(WMDX Columbus, WI, WXCO Wausau, WI, WAUK Jackson, WI, WIRI Nekoosa, WI, WFHR, Wis Rapids, WI, WRCE and WRCO, Richland Center, WI, WLAK, Amery, WI, WISS Berlin, WI, WSCM, Balwin, WI, WGBW Denmark, WI, WBZH Hayward, WI, WRJN Racine, WI, WLCX La Crosse, WI, WCFW & WCFW-HDs Chippewa Falls, WI, WRPQ Baraboo, WI, WCQM & WFPF Park Falls, WI)

The following sets forth the policies and practices of **Civic Media (the “Station”)** regarding the sale of time to *candidates* for public office. The Station reserves the right to revise these policies to the extent necessary to meet requirements of the Federal Communications Commission (“FCC”) and the Federal Election Commission (“FEC”). All Federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002. Candidates and their representatives are encouraged to contact the Station if further information is needed on any of the subjects discussed below.

1. Policy Applies to “Uses” These policies apply only to “uses” by candidates; that is any “positive” (as contrasted with “negative”) candidate appearance, by voice or picture, in a non-exempt program. Equal opportunities apply to those uses also. These policies are not applicable to material provided by independent political action committees or to non-candidate authorized “issue” advertising.

2. Reasonable Access for Federal Candidates All legally qualified candidates for federal offices are entitled to reasonable access to the Station’s facilities for the purchase of time during an election campaign. While the Station retains the ultimate discretion to determine the amount and placement of time sold to meet the needs of federal candidates, the Station will consider all requests for time and be available to make reasonable accommodations with respect to such requests in light of all relevant circumstances applicable to the candidate and the Station. Candidates for non-federal offices are not entitled to reasonable access, and therefore they should contact the Station to determine the extent to which the Station is planning to accept spots for candidates competing in non-federal election races. Purchases of time for both federal and non-federal candidates may be subject to the “equal opportunities” rights of opposing candidates in accordance with federal law. 2

3. Rates - Lowest Unit Charge: Comparable Rates In specified pre-election periods, candidates will receive the Station’s lowest unit charge (LUC) for political “uses.” Such rates will be afforded to qualified candidates during the 45-day period prior to primary elections and the 60-day period before general elections. All other political advertisements, including those spots sponsored by independent political action committees or for non-candidate authorized “issue” advertising, are sold at regular prevailing commercial rates.

The estimated LUC for each Class of Time for the various time periods and length of time we sell is published in a rate card or will be provided upon request at the time an order is received. Published rates are typically for spots with a :60 length of time. Rates for other lengths of time are also typically published on the rate card. Rate card data is subject to change in conformity to the Station’s normal commercial sales practices, making it necessary for advertisers to reconfirm rates when placing orders. During the pre-election periods Rate Card data is typically updated weekly.

Note: Federal candidates must provide the station with a certification acceptable to the station 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.

Outside of these 45 and 60-day periods, the cost of political advertising appearances by candidates will be based upon the charges made by the Station for comparable use by other advertisers, including commercial advertisers. The Station does not promise lowest unit charges to candidates during this period. The Station's rate card is applicable to all of the Station's advertisers prior to the 45 and 60-day periods. Special rates for program time and packages of spot announcements, as well as frequency and other discounts, are separately negotiated with various advertisers. Information regarding these availabilities and other factors that may be considered in negotiating advertising plans and rates will be provided by the Station upon request.

4. Orders: Orders for political time will not be considered firm for broadcast clearance until the following have been provided:

- a. Completed and signed Agreement Form PB19 for Political Candidates.
- b. Cash-in-advance payment, for entire schedule, where required.
- c. Where the purchase is made by a corporation, committee, association or other non-incorporated group, a list of the entity's chief executive officers or members of the executive committee or board of directors is required.
- d. Where doubt exists, satisfactory proof that the candidate is "legally qualified," as that term is defined by the FCC.
- e. Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.

5. Make Goods The Station will use reasonable efforts to provide "make good" spots prior to the election for candidate "use" spots that are preempted due to technical problems, program preemptions, or because of the nature of the Class of Time purchased. Depending on the class of time purchased, make goods may or may not be provided in comparable programming and/or before the end-date of the contract. If make goods are not acceptable to the advertiser, the Station will provide credits or refunds for preempted spots, at the option of the candidate.

6. Sponsor Identification The Station expects all federal candidates to comply with the requirements of the Bipartisan Campaign Reform Act of 2002. These requirements include new sponsorship identification requirements. It is the responsibility of the candidate, and not the station, to ensure that each candidate ad complies with applicable federal requirements. At a minimum, all spots and programming must comply with the sponsorship identification requirements of Section 317 of the Communications Act and applicable rules of the FCC and Federal Election Commission. *For a federal candidate to receive the lowest unit charge for the class of time purchased, all ads must contain a statement that is read by the candidate which identifies the candidate, states that the candidate approved the broadcast, and states that the candidate or the candidate's authorized committee paid for the broadcast.*

Policies contained in this Disclosure Statement are subject to change without notice in our discretion due to programming or format changes, or to conform to rules, policies, or guidelines set forth by the FCC.