

ATTACHMENT A

ENTERCOM MILWAUKEE, LLC RADIO STATIONS DISCLOSURE STATEMENT FOR POLITICAL ADVERTISERS

FOR WMYX

(September 7-November 6, 2018)

The following sets forth the policies and practices of WMYX (the "Station") regarding the sale of advertising to uses by legally qualified political candidates or their authorized representatives ("Candidate(s)") pursuant to the rules and regulations of the FCC ("Advertising" or "Advertisements").

- 1. Applicability:** The Station complies with the law in selling time to Candidates. Accordingly, we provide reasonable access to Station facilities for all legally qualified federal candidates. However, we reserve the right to determine the non-federal candidates to whom we will sell time. Once time is sold to a federal or non-federal candidate, equal opportunity rights are afforded to all legally qualified opponents of that Candidate. These policies apply only to legally qualified Candidates for public office for the races that Station is accepting advertising from, as set forth in Section 2 below. These policies are not applicable to political action committees or to non-candidate, or "issue" advertising.
- 2. Applicable Races:** For the 2018 season, the Station will be providing reasonable access for the following races:

 - All federal races; and
 - All state and local races
- 3. Access:**

 - a) [For Federal elections: The Stations will provide reasonable access to all federal Candidates prior to a primary and/or general election. While federal Candidates may request specific programming, the Stations reserve the right to determine the amount of time and program availability to particular Candidates.]
 - b) It is the general policy of Entercom Milwaukee, LLC to attempt to keep its listeners informed of opposing Candidates' viewpoints in state and local elections. However, Entercom Milwaukee, LLC reserves discretion to determine the amount of Advertising that it will sell to state and local Candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints imposed by Station's obligation to afford reasonable access to federal Candidates, the availability of inventory, and potential programming disruption. Station may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local races, or to limit the sale of time to state and local Candidates to certain programs or dayparts.
 - c) Advertisements may be purchased individually or in designated rotations among several designated days or time periods.
- 4. Identification:** All Advertisements must comply with the sponsorship identification requirements of FCC Rule 73.1212. Should a Candidate Advertisement not contain the proper sponsorship identification, the Station reserves the right to add the appropriate material within the body of the Advertisement, even if it covers advertising content.
- 5. Orders:** Orders for Advertising time must provide or adhere to the following:

 - a) Completed and signed agreement form for political broadcasts (NAB form PB 16);
 - b) When the order is made by a corporation, committee, association or other unincorporated group, a list of the entity's chief executive committee or board of directors;

- c) Where doubt exists, satisfactory proof that the Candidate is “legally qualified,” as that term is defined by the Federal Communications Commission;
- d) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the Candidate;
- e) Advance orders for Advertising will be subject to reconfirmation thirty days preceding the start of the schedule;
- f) All Advertising orders are subject to the Stations’ normal credit policies.
- g) Compact Discs (“CDs”), or MP3’s along with written traffic instructions for their use, should be submitted to the Stations as soon as possible to ensure proper airing. All instructions for airing of commercials should be in writing. Changes to these instructions should be in writing to the Stations (by letter, FAX or email) prior to the changes being made. Commercials should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

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

12noon Friday for Sunday air date;
 12noon Friday for Monday air date;
 12noon Monday for Tuesday air date;
 12noon Tuesday for Wednesday air date;
 12noon Wednesday for Thursday air date;
 12noon Thursday for Friday air date; and
 12noon Friday for Saturday air date.

Failure to fulfill all requirements in advance of the above-listed deadlines may result in preemption of some or all Advertisements. The Station cannot guarantee make-goods for schedules which do not air due to a delay in receipt of tapes/orders. Confirmation of broadcast or changes to Advertising schedules as ordered will be sent to the Candidate as soon as commercially possible, but will be available upon request at any time.

6. Production: Entercom on-air and/or voice talent may not be utilized for production of political Advertisements or Programs.

7. Availabilities:

- a) Candidates may purchase time on the basis of any class set forth on the attached sheets, subject to availabilities. The base availabilities are thirty-second and/or sixty-second Advertisements. Requests for program time, including thirty-minute and sixty-minute lengths, will be considered on an individual basis. Rates for multi-station packages or narrowed or other dayparts or rotations that Station makes available to its commercial advertisers are available upon request.
- b) Unless a contrary result is dictated by statutory requirements, Advertising orders made after 12:00 noon on the Thursday preceding Election Day may not be filled due to lack of availability.
- c) **Advertisements will air not later than 12:00 noon on Election Day.**

8. Rates:

- a) Quoted rates from availability requests are for thirty second and sixty second Advertisements.
- b) Each separate class during the forty-five preceding a primary or sixty day period preceding a general election (“the L.U.C. period”), respectively, is offered to accepted Candidates (see paragraph 14) at the lowest unit charge. The lowest clearing rate of the particular class of time ordered by a Candidate for the time period when the Advertisement is broadcast. The Stations will provide a good faith assessment of the lowest unit charge for each class of time upon request. Outside the L.U.C. period, Candidates will be offered rates comparable to those offered to the Stations’ commercial Advertisers. **Candidates voice is required to be in commercial or tags to be entitled to L.U.C. and compliance with BCRA for federal candidates.**
- c) In addition to the rates described in this statement, the Station carries advertising spots in connection with network or syndicated operations and/or programming, and also sells spot time in combination with other stations in this market. Information concerning these network or syndicated rates is available from the network or syndicator, information concerning the rates and availabilities for local combination buys will be provided upon request.
- d) **Rates reflected on the Political Rate Card are gross rates. During the Political Window, all Candidates are entitled to an allowance of an agency commission regardless of whether or not they are represented by an agency.**

9. Rebates: In the event Advertising time (either commercial or political) is sold for a particular class of time or time period and is broadcast during the applicable week during an L.U.C. period at a rate lower than the rate paid by a Candidate for that same week, the Candidate will be afforded the benefit of the lower rate either by way of a rebate or as a credit against future purchases, at the option of the Candidate.

10. Make Goods: The Station will use its best efforts to provide make good Advertisements prior to the election for Candidate Advertisements that are preempted due to technical problems, coverage of significant issues of public importance, or because of the nature of the time purchased. Although the Station’s policy is to offer all Candidates make goods prior to the election, it cannot guarantee to any Advertiser (either commercial or political) that the make goods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Stations will offer make goods of equivalent value. If these make goods are not acceptable to the Candidate, the Station will provide a credit or refund for the value of the preempted Advertisements, at the option of the Candidate.

11. Packages: Combinations of classes of time are available. The Stations will allocate the rates for each Advertisement in such packages according to each particular class of time. During the L.U.C. period, such rates will reflect the lowest unit charge for each class of time purchased.

12. Value added features: Value added features such as direct mail/radio combinations and non-cash promotional incentives (a bonus to an Advertiser if certain prospective advertising levels are reached) which are offered to commercial Advertisers are also available to Candidates. Information concerning these materials will be provided upon request. However, as permitted by the FCC, non-cash incentives of de minimis value or which would imply a relationship between the Station and a Candidate, which may be available in some package plans, are not available to Candidates.

13. Placing Orders: The following persons are available to assist Candidates with their radio Advertising needs:

- For advertising on WMYX, please contact: **Donna Kern at 414-448-2111 or 414-529-1250.**
- If primary contact is unavailable please contact: Mike Donovan at (414) 448-2136, or Chuck Sullivan at (414) 448-2103.

14. Classifications: The Station offers advertisers the following general classes of time:

- a) ROS (Run-Of-Schedule Spots).** ROS spots are scheduled after all other spots have been scheduled to run during the rotation identified. ROS spots are not guaranteed to run in any particular daypart. We offer ROS spots in a variety of rotations. They are scheduled by computer, based on the Station's avails. They are the first paid spots to be preempted and the probability of clearance varies constantly based on supply and demand. During lowest unit charge periods, Candidates will be provided with lowest rates for ROS spots for the rotation in which the Candidates express interest and the Station will not preempt such spots except (i) in the event of unforeseen program changes, (ii) due to technical difficulties, (iii) in the event that the Stations sells non-preemptible time, to fulfill a non-pre-emptable advertisement in a sold-out situation, and/or (iv) in the event that the Stations sells preemptible time in specific dayarts/programs (as opposed to ROS), to fulfill a such a pre-emptable advertisement obligation in a sold-out situation. At other times, Candidates may purchase ROS spots at rates comparable to those received by commercial advertisers and will receive treatment comparable to such advertisers with respect to preemption. The Station's attempts to provide make-goods for ROS spots, but due to inventory constraints, cannot guarantee that such spots can be made good.
- b) Non-Preemptable Spots Aired During Specific Rotations/Programs:** These spots will run in accordance with the terms of the contract/order accepted by Station, except in the event of unforeseen program changes or technical difficulties. The Station sells non-preemptible spots for a variety of dayparts, programs and rotations, including, without limitation, those set forth in the Political Rate Card attached hereto. Non-preemptable rates for these dayparts and for particular programs are subject to change on a weekly basis, based upon supply and demand. During lowest unit charge periods, Candidates will be provided with the lowest rates for non-preemptable spots for the specific dayparts, programs and rotations in which Candidates express interest. At other times, Candidates will be provided with rates comparable to those received by commercial advertisers for non-preemptable spots for rotations, programs and dayparts in which Candidate expresses interest.
- c) Preemptable Spots Aired During Specific Programs/Dayparts:** These spots are not guaranteed to run, and may be preempted without notice. These spots are sold to commercial advertisers with the understanding that they will run, unless the station sells out its inventory in a particular program or daypart. Accordingly, the probability of clearance varies constantly based on supply and demand. Generally, whether a commercial advertiser preemptable spot will be preempted depends on the price of a spot, length of a flight, and make-up of the schedule purchased. The Station sells immediately preemptable spots for a variety of dayparts and programs listed in the Political Rate Card attached. During lowest unit charge periods, Candidates will be provided with lowest rates for ROS spots for the rotation in which the Candidates express interest and the Station will not preempt such spots except (i) in the event of unforeseen program changes, (ii) due to technical difficulties, and (iii) in the event that the Stations sells non-preemptible time, to fulfill a non-preemptable advertisement in a sold-out situation. At other times, Candidates may purchase preemptable daypart/program spots at rates comparable to those received by commercial advertisers and will receive treatment comparable to such advertisers with respect to preemption. The Station's attempts to provide make-goods for these preempted spots, but due to inventory constraints, cannot guarantee that such spots can be made good.

Because rates and clearance probabilities for these spots change frequently, candidates should contact us to receive the current rates when placing a buy.

The Political Rate Card list only represents typical dayparts/classes that may be available on the Station but are not the only available dayparts/classes available. Candidates are encouraged to discuss their particular requirements with the Station's political account representative. The Stations will negotiate rotations other than those listed based on the request of the Candidate.

Estimated Lowest Unit Rates **For WMYX**

for period from 9/7/18 to 11/6/18

PREMPTIBLE LUR

	:60 Second Preemptible	:30 Second Preemptible
M-F, 6a-10a	\$50	\$55
M-F, 10a-3p	\$71.31	\$61.62
M-F, 3p-7p	\$122	\$80
M-F, 7p-12m	\$25	\$10
Sat 6a-7p	\$37	\$20
Sun 6a-7p	\$30	\$10
M-Su 6a-12a	\$16.96	\$18.63

PREMPTIBLE WITH NOTICE LUR

	:60 Second Preemptible w/notice	:30 Second Preemptible w/Notice
M-F, 6a-10a	\$91	\$70
M-F, 10a-3p	\$95	\$69
M-F, 3p-7p	\$142	\$93
M-F, 7p-12m	\$27	\$16
Sat 6a-7p	\$46	\$28
Sun 6a-7p	\$38	\$20
M-Su 6a-12a	\$23	\$20

NON-PREMPTIBLE LUR

	:60 second Non-Preemptible	:30 Second Non-Preemptible
M-F, 6a-10a	\$131	\$85
M-F, 10a-3p	\$118	\$76
M-F, 3p-7p	\$161	\$105
M-F, 7p-12m	\$28	\$22
Sat 6a-7p	\$54	\$35
Sun 6a-7p	\$45	\$29
M-Su 6a-12a	\$28	\$22

Please note the following:

- For dayparts or rotations not shown or for more information about Station, please contact Donna Kern at 414-448-2111.
- All of the above are subject to the terms and conditions set forth in the Station's applicable Political Disclosure Statement

**TO BE COMPLETED BY ACCOUNT EXECUTIVE EVERY TIME A
POLITICAL INQUIRY COMES IN (REGARDLESS OF WHETHER OR NOT
TIME IS PURCHASED)**

CERTIFICATE OF DISCLOSURE

CANDIDATE _____

REPRESENTATIVE (if applicable) _____

METHOD OF DISCLOSURE OF THIS DISCLOSURE STATEMENT (check any that apply):

- ☐ Mailed to: _____ (person's name) on _____ (date).
- ☐ By facsimile to: _____ (person's name) on _____ (date).
- ☐ By email to: _____ (person's name) on _____ (date).
- ☐ In Person to: _____ (person's name) on _____ (date).

ACCOUNT EXECUTIVE: _____
(signature)

DATE: _____