

WJLA-TV
Political Candidate
Sales Policies

The following sets forth the policies and practices of Station WJLA-TV, Washington, D.C., regarding the sale of time to political candidates. It is intended for the sole purpose of complying with the rules of the Federal Communications Commission and is not a contract for the sale of advertising time.

1. **APPLICABILITY:** These policies apply *only* to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are *not* applicable to political action committees or to non-candidate, "issue" advertising.

2. **ACCESS:** Reasonable access will be provided to all legally qualified federal candidates before a primary and general election. While candidates may request specific programming and the Station will negotiate specific requests, the Station reserves the exclusive right to determine the amount of time and program availability to particular candidates.

3. **IDENTIFICATION:** All ads must comply with the identification requirements of §317 of the Communications Act. Should candidate ads not contain the proper identification, the Station reserves the right to add the appropriate material. For a candidate to receive the lowest unit charge for the class of time purchased, all advertisements that refer to opposing candidates must contain a printed statement that is displayed with a candidate picture and must identify the candidate, state that the candidate approved the broadcast, and state that the candidate and/or the candidate's authorized committee paid for the broadcast.

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 for Political Candidates.
- b) Net cash-in-advance payment. Station may accept facsimile copy of check showing net payment, provided actual check is received by Station or Rep Firm within two business days.
- c) Where the purchase is made by a corporation, committee, association or other unincorporated group, a list of the entities chief executive committee or board of directors.
- 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.
- f) Videotapes (Beta or DVC Pro) or Electronic Commercial Delivery (*e.g.* DG System, Fast Channel or Pathfire), along with written instructions for their use, should be submitted to the Station as soon as possible to ensure proper airing. Changes to these instructions should be in writing to the Station (by letter or FAX) prior to the changes being made. Videotapes should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.
- g) Deadlines for all commercial material, time orders, and contract changes are as follows:

7:00 PM	Monday	for Tuesday's log
7:00 PM	Tuesday	for Wednesday's log
7:00 PM	Wednesday	for Thursday's log
7:00 PM	Thursday	for Friday's log
7:00 PM	Friday	for Saturday's, Sunday & Monday's log

h) Commercial spot substitutions can be made on the weekend and Monday logs provided the replacement spot has already been provided to the Station and properly identified or the new spot is delivered to the Station between the hours of 7:00 AM and 8:00 PM (minimum of 2 hours prior to any requested change). No new orders will be accepted on the weekend prior to the election.

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

j) Confirmation of broadcast or changes to schedules as ordered will be sent to the political advertiser and placed in the Station's Public Inspection File as soon as commercially reasonable, but will be available upon request.

k) Commercial schedules purchased 2 weeks or longer from the telecast date may be cancelled upon 2 weeks prior notice; schedules that are to be telecast within 2 weeks of purchase are not cancelable..

5. PRODUCTION: Station facilities may be utilized for the production of political announcements or programs, subject to available production time (rates upon request).

Production charges are handled separately from time charges. Agencies and/or candidates who schedule production time at the Station are required to provide a check for payment of accrued charges following the production session. No spots will air, nor will any dubs be ordered, until a check is received for the correct amount. No Station news talent is available for political advertising purposes, on-camera or voice-over.

6. AVAILABILITIES:

a) Legally qualified candidates may purchase time on the basis of any class set forth on the attached chart subject to availabilities. The base availability is a 30 second ad (including sponsorship identification). Ad time is available in other lengths of 10, 15, 60, 90 or 120 seconds.

b) Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time made after 12:00 noon on the Friday preceding Election Day may not be filled due to lack of availabilities. The earlier an order is placed, the greater the scheduling option will be.

c) The Station will place all orders as to day and time, subject to availabilities. Due to potential "equal opportunities" obligations for opposing candidates, certain time periods may be unavailable for candidates in other political races.

d) Requests for program time, including lengths of 30 minutes and 60 minutes, will be considered on an individual basis. No promotional announcements (aside from a candidate's separately purchases spot uses) will be scheduled to promote political programs.

7. RATES:

a) Rates fluctuate on a daily basis according the class of time ordered. Quoted rates from availability requests are for 30-second ads. Rates for other lengths of spots will be quoted upon request.

b) Each separate class of time is offered to candidates at its lowest unit charge; the lowest clearing rate of the particular class of time ordered by the candidate for the time-period when the ad is broadcast during the 45 and 60-day periods before a primary/general election. The Station will provide its best, good faith assessment of the lowest unit charge for each class upon request for individual time availabilities.

c) For "preemptible" classes, candidates may purchase time at the lowest unit charge or at a higher rate so as to decrease the potential for preemption. The Station reserves the exclusive right to designate the rates at which preemption will occur. The Station will provide its best good faith assessment of the likelihood of preemption at specified rate levels upon request.

d) No candidate will be offered the station's lowest unit charge unless the candidate provides the station with a certification that the candidate will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with §315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002

e) During the time-period outside the 45 and 60-day pre-election timeframe, legally qualified candidates may purchase advertising time at the then-current effective selling rate for the class of time desired subject to availability.

f) When requested, the Station will attempt to provide exclusivity within commercial ad pods against products, services and advertisers similar to those of advertiser. Such exclusivity is not guaranteed.

8. **REBATES:** In the event a particular class of advertising time for a specified time-period is broadcast during the 45 and 60-day periods before a primary/general election reflecting a rate lower than the rate paid by the candidate for the same class of time and time period, the candidate will be afforded the benefit and choice of the lower rate by way of a timely rebate or credit against additional purchases net of agency commission.

9. **MAKEGOODS:** The Station will use its best efforts to provide "makegood" spots prior to the election for candidate "use" spots that are preempted due to technical problems or because of the nature of the time purchased. Although the Station's policy is to offer all candidates makegoods before the election, it cannot guarantee to any advertiser that the makegoods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer make goods of equivalent value. If these are not acceptable to the advertiser, the Station will provide credits or refunds for preempted spots.

10. **PACKAGES:** Combinations of classes and time-periods are available. Each ad ordered will reflect the appropriate class of time for lowest unit charge calculation purposes. Rates for each ad in the package will be allocated for each class by the Station. Packages and volume discounts outside the 45 and 60-day pre-election time period are negotiable.

11. **VALUE ADDED FEATURES:** If scheduled during the pre-election time-period, candidates may purchase value-added elements in conjunction with air-time including, but not limited to, "Combination print-ads" in direct-mail Station advertisements or magazine supplements; "Non-broadcast event sponsorships"; or "Non-cash promotional incentives" (bonus to the advertiser if certain prospective advertising levels are reached). "Billboard" or program sponsorship arrangements are not available to candidate advertisers.

12. **ROTATIONS:** Ads may be purchased individually or in designated rotations among several designated days or time periods.

13. **UNDERDELIVERY:** It is not the Station's policy to guarantee rating point or demographic target delivery on any particular program or combination of programs for any advertiser. Should cumulative actual delivery for an entire schedule of advertising for a particular advertiser reflect a level below 90% of a pre-negotiated gross household rating point or demographic target level for that schedule, the Station normally will air additional spots at no additional charge to adjust actual delivery to the 90% level. To determine "actual delivery," advertisers must furnish a copy of a post-broadcast quantitative rating analysis prepared on the entire advertising schedule using the Donovan, Broadcast Media Plus or One Domain methodology and based upon the Nielsen rating analysis for the calendar quarter in which the advertising schedule ran. Makegood spots, if necessary, normally will be aired on a Run of Schedule basis at the Station's discretion as immediately preemptible spots in the two quarters following the quarter in which the advertising schedule ran. No other adjustments are available, including cash rebates. Given election timetables, it is normally not feasible for candidates to obtain this type of adjustment.

WJLA-TV
CLASSES OF TIME

	Program Specific	M-F 5-9a	M-F 6-9a	M-F 9a-1p	M-F 1-5p	M-F 5-7p	M-F 7-8p	M-Sa 8-11p Su 7-11p	M-Su 11:35 p-1a	Sat/Sun 12n-6p	Sat/Sun 10a-7p	M-F 5a-12:05a	ROS	S/S 12:05-5a
Fixed	1													
Non-Preemptible	2	2a	2b	2c	2d	2e	2f	2g	2h					
Preemptible With Notice	3	3a	3b	3c	3d	3e	3f	3g	3h					
Immediately Preemptible	4	4a	4b	4c	4d	4e	4f	4g	4h	4i	4j	4k	4l	4m

KEY

Each Grid Block, above, represents a separate class of time.

Fixed: Ad scheduled to air in a particular program at a precise time or break. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties.

Non -Preemptible: Ad scheduled to air at the Station's discretion in the particular program, time-period, day-part or day specified by the advertiser. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties.

Preemptible With Notice: Ad scheduled to air at the Station's discretion in the particular program, time-period, day-part or day specified by the advertiser. These ads may be preempted in favor of other ads upon 3 days' notice to the advertiser. If the Station does not give notice of preemption, the ad becomes non-preemptible. The Station will give its best, good-faith assessment of the likelihood of preemption at the time of the request for any particular rate level requested.

Immediately Preemptible: Ads scheduled for air at the Station's discretion in the particular program, time period, day-part or day specified by the advertiser. These ads may be preempted in favor of Fixed, Non-preemptible class spots, or immediately preemptible class spots with a value greater than 50% of the ad being preempted. The Station will give its best, good-faith assessment of the likelihood of preemption at the time of the request for any particular rate level requested.

Other Classes: The Station offers "**Direct Response**" ads that are scheduled to air at the Station's discretion in a particular program, time-period, daypart or day specified by the advertiser. Makegood or credit is at Station's discretion. Rates and other conditions of use are available upon request. "**Run of Schedule**" (ROS) spots are a form of Immediately Preemptible time in which the Station has the widest discretion to air ads. Makegood or credit is at Station's discretion. "**Audience Reach**" spots are a form of Immediately Preemptible time in which the Station has discretion in airing ads so that a targeted rating, share or demographic level designated by the advertiser is achieved during a pre-determined period. Makegood or credit is at Station's discretion.