

WCLT Political Sales Policies

The following sets forth the policies and practices for **Political Candidates** regarding the sale of political advertising

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 considered for all legally qualified candidates during the 45 and 60 day periods before a Primary / General Election. While candidates may request specific programming, the Station reserves the exclusive right to determine the amount of time and program availability to particular candidate races. No political time will be sold in News programming.

3 - Identification: All ads must comply with the audio 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, without providing additional time.

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

A) Completed and signed Agreement Forms for Political Broadcasts.

B) Net cash payment.

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 with addresses.

D) Where doubt exists, the Station may require satisfactory proof that the candidate is 'legally qualified', as that term is defined by the FCC.

E) Where doubt exists, the Station may require satisfactory proof that the purchaser is authorized to buy time for the candidate.

F) Commercial facilities (tape, MP3, or written copy), along with written instructions for their use, should be submitted to the station as soon as possible to insure proper airing. All instructions for airing of commercials should be in writing. Changes to these instructions should be in writing to the Station (by letter, email, or fax) prior to the changes being made. Copy 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 due by 11am Friday for orders that start on Saturday, Sunday, or Monday. 24 hours prior to the start of all other schedules.

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

5 - Productions: Station facilities may be utilized for the production of political announcements or programs, subject to available production time (rates upon request). No announcements will air, nor will dubs be ordered until a check is received for the correct amount. No Station News talent is available for political advertising purposes.

6 - Availabilities:

A) Legally qualified candidates may purchase time in the dayparts or rotation patterns indicated in section 7, Rates. Ads must be 30 or 60 seconds in length (including proper sponsorship identification).

B) Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time after 12:00pm on the Thursday 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.

7 - Rates: The following rate structure represents the LUR (Lowest Unit Rate) charge on WCLT-FM. Rates are based on commercial length. The candidate must indicate at the time of purchase the length of ad copy for the schedule. Political ads are not preemptible. **All rates are net to station.**

Packaged commercials run in the specified day parts and weekday or weekend ranges. Specific days within the weekday and weekend ranges are not guaranteed.

8 - Make goods: The Station will use its best efforts to provide 'make good' announcements prior to the Election for candidate 'use' announcements 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 make goods before the Election, it cannot guarantee to any Advertiser that the make goods 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 announcements.

WCLT Radio, Inc. advertising contracts do not discriminate on the basis of race or gender.