



KCGQ/KEZS/KGIR/KGKS/KZIM/KSIM

324 BROADWAY CAPE GIRARDEAU, MO 63701 (PHONE) 573-335-8291 (FAX) 573-335-4806

Political Advertising Disclosure Statement

The following practices apply to purchases of advertising time for "use" by legally qualified candidates for public office. In order to qualify for this treatment, candidates or their representatives may be asked to demonstrate that they are legally qualified. This Disclosure Statement is provided for general information as required by the rules and regulations of the Federal Communications Commission ("FCC"), and is not intended to be a part of any advertising sales contract, which is governed by applicable law and its own terms. Practices described herein are subject to change at the Station's discretion, to the extent permitted by law.

Legally qualified federal candidates are entitled to purchase time on the Station(s) during their election campaigns. The Station(s) will consider all requests for such time and, in consultation with the candidate or his/her authorized representative, will make reasonable accommodations in order to provide reasonable access to the facilities of the Station(s) for the airing of political advertisements. Although a federal candidate has the right to "reasonable access" to the facilities of the Station for the airing of political advertisements, the Station(s) retains the right to limit the amount of time sold to a candidate and has ultimate discretion with respect to the placement of political advertisements. The Station will grant access to specified state and local candidates based, in the Station's sole discretion, on the public interest in the election and inventory. For a determination as to whether the Station will make time available for sale for certain local or state races, see Station Contact below.

RATES FOR CANDIDATES. During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the charges for use of STATION(S) by legally qualified candidates running in that election are not, under federal law, permitted to exceed the lowest unit charge of STATION(S) for the same class and length of announcement for the same time period. Whether a candidate is entitled to the lowest unit charge for a particular spot depends on the date the spot airs -- not when the order is accepted.

Because the prices of spots on STATION(S) are subject to change, the lowest unit charge for a particular length of spot, class of spot and time period may also vary during the 45 or 60-day pre-election periods. In the event any legally qualified political candidate is charged in excess of the applicable lowest unit charge, whether because of a post-order change in the applicable lowest unit charge or for any other reason, STATION(S) will rebate the excess payment to the candidate, or credit that amount toward a further time purchase should the candidate so desire.

STATIONS offer two classes of time, Pre-emptible and Non-pre-emptible, The pre-emptible class of time refers to the lowest rate charged to a commercial advertiser during the 60 G.E. window. All advertisers paying this rate are subject to pre-emption without notice.

At times when the lowest unit charge is not applicable, the charges for use of STATION(S) by legally qualified candidates may not exceed the charges made for comparable use of STATION(S) by other advertisers.

During any time outside of the 45-day and 60-day periods, the charges for political advertisements constituting a "use" are set so as to be no higher than those charged other advertisers for comparable use of the Station's facilities. If a political advertisement constitutes a "use", the Station(s) will provide opposing candidates with "equal opportunities" as established by federal law to use the facilities of the Station(s). No Federal candidate may purchase commercial time at the Station's LUC unless the candidate provides the Station with certification that the commercial will or will not make any direct reference to another candidate for the same office; if the commercial will refer to an opposing candidate, the commercial must contain a personal audio statement by the candidates that identifies the candidate, the office being sought, and that the candidate has approved the broadcast; if the commercial DOES NOT refer to an opposing candidate the "office being sought" statement may be omitted. Should a Federal Candidate fail to certify or falsely certifies, the candidate loses the right to the LUC for the remainder of the campaign. While State and Local candidates need not make such certification, the commercial must still contain a personal audio statement by the candidate in order to be eligible for the Station(s) LUC.

Any political advertisement that is not a "use" including any advertisement purchased by a non-candidate or any announcement that advocates the election or defeat of federal candidates or solicits any political contributions and/or communicates a message relating to any political matter of national importance but is not authorized by a federal candidate or their authorized committee (3rd Party Advertising) is sold at prevailing commercial rates. A completed and signed Agreement Form for Non-Candidate/Issue Advertisers (NAB Form PB-18) must accompany any time order and the announcements must include a statement saying "the programming is not authorized by any candidate and (the appropriate entity) is responsible for the content of this advertising" and that the announcement is "paid for" or "sponsored by" the entity purchasing the time.

The terms and conditions applicable to political advertising on the Station are as follows:

1. **Rates** – The station sells thirty and sixty second announcements as reflected on the Political Planning Rate card. Most rates for commercial advertising time sold on the Station are arrived at on an individually negotiated basis. Negotiated buys may, for example, include advertisements in a number of different rotations or dayparts and combinations of different classes. The classes of advertising time offered to commercial advertisers are:
 - **Daypart and Narrowed Dayparts** – Advertisements will air in the daypart purchased. This class of advertising time is also offered to candidates. The Station offers thirty and sixty second advertisements to State, Local and Political Issue advertisers. You may narrow the time of any daypart for an additional charge as shown on the Political Rate card.
 - **Specified Time and Sponsorships** – Specified Time advertisements are guaranteed to run during a specific spot break, or adjacent to or within a specific program. Specified Time advertisements, program or news sponsorships will **NOT** be available to any candidate in order to provide all candidates equal opportunities. ○ 6A – 10 A, 10A – 3P, 3P – 7P, 7P – 12A denotes guaranteed placement of announcements in the appropriate purchased daypart as placement of these announcements receive the highest scheduling priority.
 - **Live Announcements including Call-In's, Live Direct Broadcasts or remotes** - Live announcer advertisements will **NOT** be available to any candidate in order to provide all candidates equal opportunities and avoid any confusion as to an endorsement by, or any relationship of, the Station and the candidate.

- **Internet Radio** – Advertisements on the Internet Radio stream can air a mirror schedule to the terrestrial radio schedule if purchased by the candidate at an additional charge. The FCC regulations relating to the “lowest unit charge” do not apply to Internet Radio.
- **Southeast Missouri Athletic Events** – The station is prohibited by contract from airing any political and/or issue advertising in or immediately adjacent to SEMO sporting events, replays or coaches’ shows.

AGENCY PLACEMENT AND DIRECT PLACEMENT. STATION(S)’ lowest unit charge is based on the Gross to STATION(S). Advertising agency commission will be paid to all recognized advertising agencies. Candidates without an advertising agency will receive the same 15% discount. The amount of this discount is equal to an advertising agency commission.

2. **Identification** – All political advertisements must have a sponsorship identification referencing who paid for the advertisement. This is true whether it is a candidate advertisement or a third-party advertisement dealing with candidates or other political issues. The advertisement should contain the words “paid for” or “sponsored by”. The Station reserves the right to insert such identification into any advertisement that fails to include the requisite identification even if the insertion of the identification causes a portion of the advertisement to be deleted. For federal candidates to receive the lowest unit charge, all advertisements that refer to opposing candidates 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.
3. **Payment** – Cash or check at least one business day in advance for the full amount of the order is required.
4. **Political Agreement** – A signed Agreement Form for Political Advertisements (NAB Form PB-18) must accompany any order. The form must list the directors or officers of the political entity purchasing the time. In order for a federal candidate to receive the lowest unit charge during a political window, they must also sign the Candidate Certification.
5. **Proof of Candidacy** – The Station, at its option, may require the candidate to produce proof that he/she is a legally qualified candidate.
6. **Notice and Weekend Access** – Orders, materials for broadcast and cancellations must be received by the following deadlines:
 - * Advertising to start Tuesday – Friday, must be **received** by 10:00 a.m. the day prior to start date.
 - * Advertising to start Saturday – Monday, must be **received** by Thursday at 1:00 p.m.
7. **Production Facilities** – The Station’s production facilities will be available to produce advertisements for political advertisers on the same terms as provided to commercial advertisers. Appointments are necessary and available Monday through Thursday from 9:00 a.m. to 3:30 p.m. On-air personalities may not voice political advertisements.
8. **Make Good Policy** – In the event of a missed advertisement, the Station will make good in the same daypart within 3 days. If time prohibits making the spot good, (e.g., missed on the last day before election) the Station will refund the cost of the missed advertisement to the purchasing entity within 10 working days.
9. **Election Day Orders** – Political advertising will be accepted for Election Day, depending on available inventory.
10. **Rebates** – If a new lowest unit charge is established after a political advertiser’s purchase has been made, the Station will rebate the overcharge to the political advertiser within 10 days or will credit the overcharge to the candidate’s future time purchases, as the candidate directs.
11. **Public Inspection File** – The rules and regulations of the FCC require that each Station maintain and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of a candidate for public office, together with an appropriate notation showing the disposition of the requests, including whether such requests were granted and the amount charged. The disposition also includes the schedule of time purchased when the advertisements aired, the rates charged, and the classes of time purchased. Whenever free time is provided to a candidate, a record of the free time provided is placed in the local public inspection file. This information is retained in the Station’s local public inspection file for two years. The local public inspection file for the Station can be found on the stations websites. Any member of the public, including opposing candidates, is entitled to inspect the materials placed in these files. No telephone, facsimile or mail request for local public file information will be accepted. KEZS (www.k103fm.com)KZIM (www.kzimksim.com) KSIM (www.kzimksim.com) KCGQ (www.realrock993.com) KGKS (www.939mikefm.com) KGIR (www.semoespn.com)
12. **Non-Discrimination** – MRR, LLC does not discriminate on the basis of race or ethnicity in the placement, scheduling and completion or purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.
13. **Station Contact** – Questions and concerns should be directed to Meg Davis, NSM, at 573-335-8291; or by email to: megd@riverradio.net

Certificate of Disclosure

Candidate:

Representative (If applicable)

Method of Disclosure (Check any that applies and insert names and dates)

By facsimile to:

Meeting with:

By email to:

By mail to:

Station(s) Representative:

Received by:

When completed, this form is to be placed in the station(s) Public File – Political Section(s)