

**DISCLOSURE STATEMENT  
REGARDING POLITICAL SALES PRACTICES  
BOLD GOLD MEDIA WBS LP**

**STATION(S): WWRR-FM/WMMZ/WYCK/WTRW-FM  
WICK-AM/WCDL-AM**

POLITICAL ADVERTISING DISCLOSURE STATEMENT

EFFECTIVE ON AND AFTER 3/14/20 THRU 4/28/20

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 are required 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 during their election campaigns. The Station will consider all requests for such time and will make reasonable accommodations to meet such requests. Although a federal candidate has the right to “reasonable access” to the facilities of the Station for the airing of political advertisements, the Station retains the right to limit the amount of time sold to a candidate and has the ultimate discretion with respect to the placement of political advertisements. The Station will grant access in the election to specified state and local candidates based, in the station’s sole discretion, on the public interest in the election and inventory.

During the 45 days preceding a primary election and the 60 days before a general election the Station charges candidates in the respective elections the “lowest unit charge” for an advertisement if the advertisement constitutes a “use” of the Station’s facilities, as defined by the FCC. 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. Any political advertisement that is not a “use” including any advertisement purchased by a non-candidate or any advertisement dealing with non-candidate ballot issues, is sold at prevailing commercial rates. If a political advertisement constitutes a use, the Station will provide opposing candidates with “equal opportunities,” as established by federal law, to use the facilities of the Station. No candidate will be offered the station’s lowest unit charge unless the candidate provides the station with 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.

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

1. Rates. The Stations sell sixty second commercials from 6AM to 6AM as reflected on the attached rate card. Most rates for both commercial and political advertising time sold on the Station are arrived at on an individually negotiated basis. Individually negotiated spot packages are equally available for purchase by political candidates. Negotiated buys may, for example, include spots in a number of different rotations or day parts and combinations of different classes of spots. Rates for most classes of time vary on a **weekly** basis, based on supply and demand. The classes of advertising time offered to commercial advertisers are:

- a. Spots Aired During Specific Day parts
- b. Fixed-Position Spots
- c. Pre-emptible Spots Aired During Specific Day parts
- d. Package Plans
- e. Non-Pre-emptible Spots

2. Identifications. All ads must comply with the identification requirements of §317 of the Communications Act. 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 a candidate to receive the lowest unit charge for the class of time purchased candidates must abide by the **Communications Act of 1934, Section 315 and the Bipartisan Campaign Reform Act (BCRA) of 2002. All political candidates seeking the Lowest Unit Charge (LUC) political rates must comply with the following to qualify: broadcast ad must contain a statement read by the candidate which identifies the candidate, states that the candidate has approved the broadcast, and states that the candidate or the candidate's authorized committee had paid for the broadcast.**

3. Credit. Cash payment at least 1 business day in advance is required unless the order is being placed by an agent or other entity with approved credit with the station. This agent or entity must accept full responsibility for all air time and production charges.

4. Political Agreement. A signed Agreement Form for Political Broadcasts must accompany any broadcast time order. This form must list the directors or officers of the political entity purchasing the time.

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. Political Broadcast contracts must be placed at least 1 business day in advance of start. Copy changes or cancellations require 1 business day notice. Commercials and written instructions must be delivered to the station in advance of the schedules air date. Deadlines for contract changes and commercial materials are:

**1pm Friday for Saturday's, Sunday's and Monday's Log**  
**1pm Monday for Tuesday's Log**

**1pm Tuesday for Wednesday's Log**  
**1pm Wednesday for Thursday's Log**  
**1pm Thursday for Friday's Log**

7. Production Facilities. The Station's production facilities reasonably will be available to produce commercials for political advertisers on the same terms as provided to commercial advertisers, by scheduling studio time in advance.

8. Schedules. Although the rates charged by the Station are based upon the use of 60 second spots, the Station will also reasonably try to accommodate requests for advertisements of non-standard lengths.

9. Make Good Policy. In the event of a missed spot, the Station will make good in the same day part within 3 days. If time prohibits making the spot good, (e.g., missed on last day before election) the Station will refund the cost of the missed spot to the purchasing entity within 10 working days.

10. Election Day Orders. Political advertising will be accepted for Election Day.

11. Rebates. If a new lowest unit charge is established after a political advertiser's purchase has been made or run, 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.

12. Local 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 made by the license of the requests, including whether such requests were granted and the amount charged. The disposition also includes the schedule of time purchased when the spots 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 is maintained at the Station's offices and studios at Bold Gold Media 1049 North Sekol Road, Scranton, PA 18504. Any member of the public, including opposing candidates, is entitled to inspect the materials placed in these files during regular business hours. No telephone, facsimile or mail request for local public file information will be accepted.

13. Station Contact. To provide maximum service to candidates and their representatives, the Station seeks to provide sales services through Michael G Stanton at 570-344-1221 x28 or by email at [mstanton@boldgoldmedia.com](mailto:mstanton@boldgoldmedia.com). In the event that he is not available and you need immediate response, contact Bob Vanderheyden at 570-344-1221 x30.

14. Newscasts/News Adjacencies. The Stations do not permit political advertising as sponsorship of News programming.

# Political Rate Card

## RIVER 105&103.5--- WWRR/WMMZ

Primary Election 2020

Rates in effect March 14, 2020 – April 28, 2020

	<u>60 sec or less Net</u>	<u>60 sec or less Gross</u>
Mon-Sun 6AM-10AM	\$35.00	\$41.20
Mon-Sun 10AM-3PM	\$28.00	\$32.95
Mon-Sun 3PM-7PM	\$35.00	\$41.20
Mon-Sun 6AM-7PM	\$35.00	\$41.20

All Political Commercial are: Class “e”: Non-Preemptible Spots

Other Dayparts available on request

## Political Rate Card

### FOX SPORTS RADIO --- THE GAME WICK/WCDL

Primary Election 2020

Rates in effect March 14, 2020 – April 28, 2020

	<u>60 sec or less Net</u>	<u>60 sec or less Gross</u>
Mon-Sun 6AM-10AM	\$10.00	\$11.77
Mon-Sun 10AM-3PM	\$10.00	\$11.77
Mon-Sun 3PM-7PM	\$10.00	\$11.77
Bill Flynn Polka Sun 10AM-1PM	\$29.00	\$34.13

All Political Commercial are: Class "e": Non-Preemptible Spots

Other Dayparts available on request

## Political Rate Card

### 94.3 THE TALKER --- WTRW-FM; NEWS-TALK

Primary Election 2020

Rates in effect March 14, 2020 – April 28, 2020

	<u>60 sec or less Net</u>	<u>60 sec or less Gross</u>
Mon-Sun 6AM-10AM	\$ 30.00	\$ 35.29
Mon-Sun 10AM-3PM	\$ 25.00	\$ 29.41
Mon-Sun 3PM-7PM	\$ 28.00	\$ 32.94

All Political Commercial are: Class “e”: Non-Preemptible Spots

Other Dayparts available on request

## Rate Card For “Non Use Political” and Issue Advertising

Primary Election 2020

Rates in effect March 14, 2020 – April 28, 2020

### RIVER 105&103.5--- WWRR/WMMZ

	<u>60 sec or less Net</u>	<u>60 sec or less Gross</u>
Mon-Fri 6AM-10AM	\$35.00	\$ 40.25
Mon-Fri 10AM-3PM	\$28.00	\$ 32.20
Mon-Fri 3PM-7PM	\$35.00	\$ 40.25

Other Dayparts available on request

### 1400 THE GAME; FOX SPORTS RADIO WICK/WCDL

	<u>60 sec or less Net</u>	<u>60 sec or less Gross</u>
Mon-Fri 6AM-10AM	\$10.00	\$11.77
Mon-Fri 10AM-3PM	\$10.00	\$11.77
Mon-Fri 3PM-7PM	\$10.00	\$11.77
Sun (Bill Flynn Polka-also includes 3-6PM on WTRW) 10AM-1PM	\$29.00	\$ 34.12

All Political Commercial are: Class “e”: Non-Preemptible Spots

Other Dayparts available on request

## Rate Card for “Non Use Political” and Issue Advertising

### 94.3 THE TALKER --- WTRW-FM; NEWS-TALK

	<u>60 sec or less Net</u>	<u>60 sec or less Gross</u>
Mon-Sun 6AM-10AM	\$ 30.00	\$ 35.29
Mon-Sun 10AM-3PM	\$ 25.00	\$ 29.41
Mon-Sun 3PM-7PM	\$ 28.00	\$ 32.94

All Political Commercial are: Class “e”: Non-Preemptible Spots

Other Dayparts available on request