

Rural Radio-Scottsbluff
KNEB-FM, KNEB (AM), KOLT (AM), KHYY (FM), KMOR (FM), KOZY-FM
POLITICAL DISCLOSURE STATEMENT

Effective as of: January 1, 2022

Political Rate Qualifications

- All legally qualified candidates for public office qualify for lowest unit charge within the political windows; ballot issues or Political Action Committee's do not.
- An agreement form for political broadcasts (PB-19) must be completed and signed.
- All orders must be paid in advance. Acceptable payment forms: Cash, check or credit card.
- The candidate's voice must be identifiable on all announcements and be part of the total length.

Political Window

- The political window is 45 days prior to the primary election and 60 days prior to the general election:
Nebraska: 3/26/22 – 5/10/22 (May 10 primary election)
Wyoming: 7/2/22 – 8/16/22 (August 16 primary election)
General: 9/9/22-11/8/22 (November 8 general election)
- Candidates may use non-pre-empt rates inside the political window to guarantee their commercials will not be pre-empted.

Equal Opportunities

- The stations will provide equal opportunity upon timely request, for any non-exempt use of the station's broadcast facility by a legally qualified candidate for the same office, and, for primary elections, for nomination by the same party.

On-Air Ads

- Spot advertising time is available as 30- or 60-seconds.
- Separation between candidates is not guaranteed.
- Rural Radio-Scottsbluff does not author political announcements nor guarantee certain voices.
- Orders must be placed by 11am on the day preceding the start of any schedule and by 11am Friday for Sunday or Monday starts. (Including receipt of NAB paperwork and pre-payment).
- New orders are not accepted less than 24 hours before primary or general election day.

Internet Display Ads

- Available upon request at regular advertiser rates.

Copy & Traffic Delivery

Continuity Department: spots@kneb.com; dsouthard@ruralradio.com

Spots and traffic must be received by 11am on the day preceding the start of any schedule and by 11am Friday for Sunday or Monday starts.

Contact

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