

**POLITICAL DISCLOSURE STATEMENT**

The following set forth the policies and practices of Eagle Communications/Alliance and Chadron Nebraska, regarding the sale of time to candidates for public office.

- 1) **APPLICABILITY:** These policies apply only to “uses” by legally qualified candidates for public office or their authorized organizations to promote their candidacy. These policies are NOT applicable to political action committees or non-candidate issue advertising.
- 2) **REASONABLE ACCESS:** All legally qualified candidates for federal offices are entitled to reasonable access to the Station’s facilities for the purchase of time during an election campaign. While the Station retains the ultimate discretion to determine the amount and placement of time sold to meet the needs of federal candidates, the Station will consider all requests for time and be available to make reasonable accommodations.
- 3) In specified pre-election periods, candidates will receive the Station’s lowest unit rate (LUR) for political “uses.” Such rates will be afforded to qualified candidates during the 45-day period prior to primary elections and the 60-day period before general elections. All other political advertisements, including those spots sponsored by independent political action committees or for non-candidate authorized “issue” advertising, are sold at regular prevailing commercial rates. The estimated LUR for each Class of Time for the various time periods and length of time we sell is published in a rate card and will be provided upon request at the time an order is received. Rate card data is subject to change in conformity to the Station’s normal commercial sales practices, making it necessary for advertisers to reconfirm rates when placing orders. Special rates for program time and packages of spot announcements, as well as frequency and other discounts, are separately negotiated with various advertisers. Information regarding these availabilities and other factors that may be considered in negotiating advertising plans and rates will be provided by the Station upon request.
- 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 PB19
  - b. Cash-in-advance payment for entire schedule
  - c. Where doubt exists, satisfactory proof that the candidate is “legally qualified,” as that term is defined by the FCC
  - d. Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate

**FOR SPOTS AIRING ON**

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

**SATURDAY-SUNDAY**

**DEADLINE**

**PREVIOUS FRIDAY 11:00AM**

**MONDAY 11:00AM**

**TUESDAY 11:00AM**

**WEDNESDAY 11:00AM**

**THURSDAY 11:00AM**

**PREVIOUS FRIDAY 11:00AM**

- e. Copy changes will follow the above schedule, as well

- 5) **PRODUCTION:** The Station's production facilities reasonably will be available to produce commercials for political advertisers on the same terms as provided to commercial advertisers. On-air personalities may not voice political spots.
- 6) **RATES AND AVAILABILITIES:** Legally qualified candidates may purchase time in all classes. Commercials are sold in :60 or :30 lengths. Requests for non-standard length commercial and program time will be considered on an individual basis only. The estimated LUR for each Class of Time for the various time periods and length of time we sell is published in a rate card and will be provided upon request at the time an order is received. Rate card data is subject to change in conformity to the Station's normal commercial sales practices, making it necessary for advertisers to reconfirm rates when placing orders.
- 7) **PAYMENT:** All orders require cash-in-advance payment for entire schedule
- 8) **REBATES:** In the event that the Station broadcasts advertising time for a particular length and class of time in a specified time period during the LUR period at a rate which is lower than the rate charged a candidate for a "use" (as defined above) of the same amount and class of time in the same time period, the Station will afford the candidate the benefit of the lower rate by means of a rebate or a credit against future purchases, as determined by the candidate
- 9) **MAKEGOODS:** Stations will use best efforts to provide make good commercials prior to the election for candidate "use" commercials that are preempted due to technical or other reasons: it is the stations' policy to offer all candidates make goods before the election, in a time period which is equal to or better than the time period originally ordered.
- 10) **PACKAGES:** Ads are scheduled to air as part of a broader promotional package for several weeks for special events and or holidays. Examples include, sports packages, 4<sup>th</sup> of July and Labor Day. More information available on request
- 11) **DISPUTES:** Our policy is to comply with all rules regarding political advertising and should there be a dispute regarding our compliance with that policy over determination of a "use", reasonable access, LUR or any other issue, please notify the Market Manager of your concern and we will attempt to resolve it in accordance with our policies and the regulations.