

Daniel Mattioli

From: Nick Stone
Sent: Wednesday, August 10, 2022 2:40 PM
To: Daniel Mattioli
Subject: FW: Political
Attachments: Political Candidate NAB Form.pdf; 2022 Hall Communications Political Packet.pdf; 2022 Political Candidate Time Request.docx

This needs to be uploaded to the FCC site.

Thanks!

From: Nick Stone
Sent: Wednesday, August 10, 2022 2:38 PM
To: sdfortney@msn.com
Cc: Bill Baldwin Jr. <bbjr@hallradio.net>
Subject: Political

Hi Sarah,

My name is Nick and I'm an account rep for the Lakeland Radio Stations, and in charge of Political this year. I see that you reached out looking for some information about advertising your candidacy for School Board and I'm here to help! I've attached a packet with rates and information for political advertising, as well as forms needed to be filled out if you want to move forward.

If you have any questions, feel free to reach out to Billy Baldwin and he'll be more than happy to help.

Thanks!



Nick Stone, MBA
CRMC/CDMC
Marketing Consultant
WONN/WPCV/WLKF/WWRZ Radio
[404 West Lime Street](#)
[Lakeland, FL 33815](#)
[863/682-8184, Ext. 145](#)
[863/686-0357](#) Fax
[863/333-8354](#) Cell

Hall Communications does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

TIME REQUESTS FOR POLITICAL CANDIDATES
(For Broadcasts During 2022 Campaign)

Station: _____

Office Sought: _____

Candidate: _____
(Including Party Requesting Time)

Agent by Whom Made Request: _____

Date, Time, Amount & Class
(Fixed, Preemptable, ROS, Class AA, Class A, etc. requested)

Candidate to Appear _____ YES _____ NO

Disposition of Request

Date: _____ Time: _____

Amount Sold: _____ Class Sold: _____

Charges Made for Time: _____

Remarks (1) _____

Initials of staff member making entry; date of entry; indication of any conditions imposed, e.g., requirement that script be furnished in advance. Use reverse side for further remarks if necessary.

Central Florida's



Big 4

WPCV-FM 97.5
"97 Country"
www.wpcv.com

WONN-AM 1230
Hits of the
40's, 50's & 60's
www.wonn.com

MAX 98.3 FM
Playin' it All!
www.max983fm.com

WLKF-AM 1430
Newstalk
www.wlkf.com

404 W. Lime St.
Lakeland 33815-4651

(863) 682-8184
Fax (863) 683-2409

POLITICAL RATE INFORMATION

Effective: January 1, 2022

Thank you for inquiring about our political rates. They are effective starting the above date, unless subsequently adjusted.

For assistance, please contact Sales Rep, Nick Stone or Administrative Assistant, Lisa Gifford. If neither are available and you need immediate attention, ask for Vice President & General Manager, Nancy Cattarius.

Thank you.

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POLITICAL RATE INFORMATION ADVANTAGE PLANS – 1/1/2022

WONN/WPCV/WLKF/WWRZ Advantage Plan Annual Contract are as follows:

- \$995 net per month/\$1,170 gross. During any seven-day period chosen by stations during a given month:
- 15 sixty second commercials to air 5:00 AM – 9:00 PM, Monday – Saturday, each on WONN, WLKF & WWRZ;
- 15 sixty second commercials to air 5:00 AM – 5:00 AM, Monday – Sunday, each on WONN, WLKF & WWRZ;
- 8 sixty second commercials to air 5:00 AM – 9:00 PM, Monday – Saturday, on WPCV and 8 sixty-second commercials to air 5:00 AM – 5:00 AM, Monday – Sunday, on WPCV.

Within a seven-day period. Stations select days and times within specified dayparts.

WONN/WLKF/WWRZ Advantage Plan Annual Contract are as follows:

- \$555 net per month/\$653 gross. Same as above except no commercials on WPCV.

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STATE & LOCAL CANDIDATES

POLITICAL AD RESTRICTIONS

2022 – FLORIDA ELECTIONS

WONN & WLKF

One political commercial per daypart per candidate.

WWRZ & WPCV

One political commercial per candidate per evening daypart Of 7:00 PM – 12:00 Midnight, Monday – Sunday only.

****NO OTHER DAYPARTS ARE AVAILABLE**

WONN/WPCV & WLKF/WWRZ

No political ads 12:00 Midnight – 6:00 AM or for sponsored programs.

****NONE ON SUNDAY 12:00 AM – 12:00 NOON**

DAYPARTS

6:00 AM - 10:00 AM

10:00 AM - 3:00 PM

3:00 PM - 7:00 PM

7:00 PM - 12:00 Midnight

DRIVE-TIME

6:00 AM - 10:00 AM (Monday – Friday)

3:00 PM - 7:00 PM (Monday – Friday)

10:00 AM - 3:00 PM (Saturday)

FEDERAL CANDIDATES – Shall be granted reasonable access as provided by law.

CONDITIONS

1. Cash in advance
2. Signed Political Agreement – NAB Form
3. Voice must appear in commercials
4. Proper and legal identification in commercials
5. Written scripts required

****See Advantage Plan Disclosure**

Central Florida's



Big 4

LOCAL ISSUE RATES

WONN / WPCV / WLKF / WWRZ

EFFECTIVE 10/1/2022

WPCV-FM 97.5
"97 Country"
www.wpcv.com

WONN-AM 1230
Hits of the
40's, 50's & 60's
www.wonn.com

MAX 98.3 FM
Playin' it All!
www.max983fm.com

WLKF-AM 1430
Newstalk
www.wlkf.com

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	<u>NET</u>	<u>GROSS</u>
WONN – 30:	\$10.00	\$11.76
WONN – 60:	\$17.00	\$20.00
WPCV – 30:	\$60.00	\$70.58
WPCV – 60:	\$75.00	\$88.23
WLKF – 30:	\$10.00	\$11.70
WLKF – 60:	\$17.00	\$20.00
WWRZ – 30:	\$34.00	\$40.00
WWRZ – 60:	\$57.00	\$60.00

Central Florida's

Big 4

ISSUE RATE CARD

Effective: 10/1/2022

WONN – RATE

Monday – Friday AMD, MID, PMD & Sat MID:
\$17 net/\$20 gross (60's) \$10 net/\$11.76 gross (30's)

All other dayparts: \$12.75 net/\$15 gross (60's)
\$8 net/\$9.41 gross (30's)

WPCV – UNIT RATE

Monday – Friday AMD, MID, PMD & Sat MID:
\$68 net/\$80 gross (60's) \$60 net/\$70.59 gross (30's)

All other dayparts: \$51.00 net/\$60 gross (60's)
\$42.50 net/\$50 gross (30's)

WLKF – RATE

Monday – Friday AMD, MID, PMD & Sat MID:
\$17 net/\$20 gross (60's) \$10 net/\$11.76 gross (30's)

All other dayparts: \$12.75 net/\$15 gross (60's)
\$8 net/\$9.41 gross (30's)

WWRZ – UNIT RATE

Monday – Friday AMD, MID, PMD & Sat MID:
\$51.00 net/\$60 gross (60's) \$42.50 net/\$50 gross (30's)

All other dayparts: \$42.50 net/\$50 gross (60's)
\$34 net/\$40 gross (30's)

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"97 Country"
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Hits of the
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97.5 WPCV

YOUR HOMETOWN COUNTRY STATION

97.5 COUNTRY / WPCV - FM
POLITICAL RATE DISCLOSURE STATEMENT
2022 FLORIDA ELECTIONS
Effective: 1/1/22

		<u>NET</u>	<u>GROSS</u>
10 seconds	TAP or DAYPART	\$40.00	\$47.06
15 seconds	TAP or DAYPART	\$25.00	\$29.47
30 seconds	TAP or DAYPART	\$30.00	\$35.29
60 seconds	TAP or DAYPART	\$33.00	\$38.83

Rates are the lowest from 6:00 AM – 12:00 Midnight. Monday – Sunday, actually on the air or that will be offered for sale. Political rates apply to all political advertising within 45 days of the primary and within 60 days of the general election. Time purchased by candidates or their authorized agents, outside the period of 60 days prior to a general election or 45 days prior to a primary election, will be subject to the same rates and restrictions offered to all other commercial advertisers. Please refer to Advantage Plan Disclosure.

WPCV AIRTIME IS AVAILABLE TO STATE AND LOCAL CANDIDATES FROM 7:00 PM TO 12:00 MIDNIGHT, MONDAY - SUNDAY ONLY.



404 West Lime Street
 Lakeland, Florida 33815-4651
 Phone (863) 682-8184
 Fax (863) 683-2409
 www.wlkf.com

WLKF - AM
POLITICAL RATE DISCLOSURE STATEMENT
2022 FLORIDA ELECTIONS
Effective: 1/1/22

		<u>NET</u>	<u>GROSS</u>
30 seconds	TAP or DAYPART	\$ 5.00	\$ 5.88
60 seconds	TAP or DAYPART	\$10.00	\$11.76

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WONN - AM
POLITICAL RATE DISCLOSURE STATEMENT
2022 FLORIDA ELECTIONS
Effective: 1/1/22

		<u>NET</u>	<u>GROSS</u>
30 seconds	TAP or DAYPART	\$ 5.00	\$ 5.88
60 seconds	TAP or DAYPART	\$10.00	\$11.76

Rates are the lowest from 6:00 AM – 12:00 Midnight. Monday – Sunday, actually on the air or that will be offered for sale. Political rates apply to all political advertising within 45 days of the primary and within 60 days of the general election. Time purchased by candidates or their authorized agents, outside the period of 60 days prior to a general election or 45 days prior to a primary election, will be subject to the same rates and restrictions offered to all other commercial advertisers. Please refer to Advantage Plan Disclosure.

Playin' it All!



WWRZ FM

POLITICAL RATE DISCLOSURE STATEMENT

2022 FLORIDA ELECTIONS

Effective: 1/1/22

		<u>NET</u>	<u>GROSS</u>
15 seconds	TAP or DAYPART	\$ 7.95	\$ 9.35
30 seconds	TAP or DAYPART	\$12.00	\$14.12
60 seconds	TAP or DAYPART	\$12.00	\$14.12

Rates are the lowest from 6:00 AM – 12:00 Midnight. Monday – Sunday, actually on the air or that will be offered for sale. Political rates apply to all political advertising within 45 days of the primary and within 60 days of the general election. Time purchased by candidates or their authorized agents, outside the period of 60 days prior to a general election or 45 days prior to a primary election, will be subject to the same rates and restrictions offered to all other commercial advertisers. Please refer to Advantage Plan Disclosure.

WWRZ AIRTIME IS AVAILABLE TO STATE AND LOCAL
CANDIDATES FROM 7:00 PM TO 12:00 MIDNIGHT,
MONDAY - SUNDAY ONLY.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, _____,
being/on behalf of: _____,
a legally qualified candidate of the _____
political party for the office of: _____
in the _____
election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date **Signature**

To Be Signed By Station Representative

Accepted Accepted in Part Rejected

Signature **Printed Name** **Title**

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.