

## Daniel Mattioli

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**From:** Bill Baldwin Jr.  
**Sent:** Thursday, August 11, 2022 11:32 AM  
**To:** ricknolteforpcsb@yahoo.com; jenna@mrmcm.com  
**Cc:** Nick Stone; Daniel Mattioli; Lisa Gifford  
**Subject:** Political-Rick Nolte for school board  
**Attachments:** 2022 Political Candidate Time Request.docx; 2022 Hall Communications Political Packet.pdf; Political Candidate NAB Form.pdf

Good Morning Jenna and Rick-

Attached you will find 3 documents concerning this political window. Please read over them and let me know if you have any questions. If and when you intend to move forward please call or email me and we will pick a time to meet here at the radio stations so we can finalize everything.

3 things to note....per the FCC, we have to have full payment (CC or Check) before anything airs, please have your script completed when we meet to have you produce your spot and the 3 people attached to this email are my co-workers who help me facilitate all political advertising.

Thanks a bunch and good luck  
Billy

My cell is 717-475-0491

**Billy Baldwin**  
**General Sales Manager**  
**Hall Communications**



**NONDISCRIMINATION POLICY:** Hall Communications and its station(s) do 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.

Central Florida's



**Big 4**

**WPCV-FM 97.5**  
"97 Country"  
[www.wpcv.com](http://www.wpcv.com)

**WONN-AM 1230**  
Hits of the  
40's, 50's & 60's  
[www.wonn.com](http://www.wonn.com)

**MAX 98.3 FM**  
Playin' it All!  
[www.max983fm.com](http://www.max983fm.com)

**WLKF-AM 1430**  
Newstalk  
[www.wlkf.com](http://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.

Central Florida's

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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.

Central Florida's

**Big 4**

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"97 Country"  
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Hits of the  
40's, 50's & 60's  
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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)

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

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### 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](http://www.wpcv.com)

**WONN-AM 1230**  
Hits of the  
40's, 50's & 60's  
[www.wonn.com](http://www.wonn.com)

**MAX 98.3 FM**  
Playin' it All!  
[www.max983fm.com](http://www.max983fm.com)

**WLKF-AM 1430**  
Newstalk  
[www.wlkf.com](http://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)

WPCV-FM 97.5  
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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.

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.*

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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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:

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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:

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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***

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**Date** **Signature**

***To Be Signed By Station Representative***

**Accepted**  **Accepted in Part**  **Rejected**

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**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.**