

**positiveradio.net (940)549-1005 (888)525-1005 info@positiveradio.net**

Dear Sir or Madam:

Thank you for your inquiry regarding the purchase of political advertising on our station. As you may know, the Communications Act of 1934, as amended, and the implementing rules and regulations of the Federal Communications Commission ("FCC"), regulate the sale of time to legally qualified political candidates. In order to clarify our political broadcasting policies, to protect the legal rights of candidates and the station alike, to avoid confusion and misunderstanding concerning our political advertising policies, and to comply with the requirements of the applicable statutes and regulations, our Station has adopted certain policies and procedures with respect to the sale of political advertising which are set forth in the attached Political Advertising Disclosure Statement. Please read the Disclosure Statement carefully and familiarize yourself with it. All sales of advertising time to legally qualified candidates for public office, or their representatives, are subject to the terms and conditions set forth in our Disclosure Statement.

We make every effort to comply with the provisions of the Communications Act and the FCC's rules and regulations regarding political advertising. If you believe that a practice or action taken by our station is not compatible with legal requirements, please advise us of your concerns as quickly as possible. We will strive to resolve your concerns in a prompt fashion.

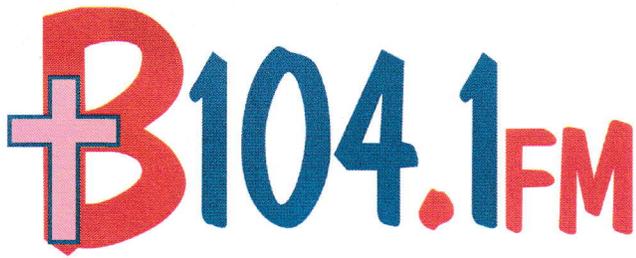
We also make every attempt to ensure that the rates we quote for "uses" of the station by legally qualified candidates for public office are consistent with all provisions of law and policy. If you believe that we have made an error in our rate computations, please advise us of your concerns so that we may address them promptly. The FCC has ruled that it has exclusive jurisdiction to resolve disputes over political advertising rates on broadcast stations, subject to judicial review. *Exclusive Jurisdiction With Respect to Potential Violations of the Lowest Unit Charge Requirements of Section 315(b) of the Communications Act of 1934, as amended, 6 FCC Rcd 7511 (1991), recon. denied, 7 FCC Rcd 4123 (1992), pet. for rev. dismissed, Miller v. FCC, 66 F.3d 1140 (11th Cir. 1995), cert. denied, 116 S. Ct. 1543 (1996).* See also, *Wilson v. A.H. Belo Corp., 87 F.3d 393 (9th Cir. 1996)*. In the event of a dispute which we cannot resolve, we will join you in a call to the appropriate office at the FCC where we can resolve any differences.

Candidates and their agencies may be asked to confirm that the candidate is legally qualified or that particular advertisements are controlled, approved, or sponsored by the candidate. Agencies may be requested to demonstrate proof that they are the authorized representative of the candidate they claim to represent. Also, we may require that advertising be prescreened to confirm that it contains a "use" by a legally qualified candidate, that it is of the appropriate length, and that it contains the legally required sponsorship identification. Such screening will not be used to address the content of such advertising, as it is our policy not to censor candidate advertising.

In order to confirm your receipt and understanding of the political advertising policies of this station, please sign and date the attached "Acknowledgement of Political Broadcasting Policies" as the authorized agent and representative for your candidate, and return it to the undersigned. The second copy is for your records.

KBLY-FM & KCKB-FM Management

**Positive Radio Network, LLC / PO Box 123, Graham, TX 76450**



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**ACKNOWLEDGEMENT OF POLITICAL ADVERTISING POLICIES**

This will acknowledge receipt of the Political Advertising Disclosure Statement from your station. I agree that all purchases of advertising time on the station made by or on behalf of a legally qualified political candidate for public office will be made subject to this Acknowledgement and the Political Advertising Disclosure Statement.

I acknowledge that I have been informed concerning all relevant classes of time, including paid political programming, in which I may have an interest; the station's lowest unit charge for each such class of time; and the station's policy with respect to make goods. (see attached rate card & restrictions)

I am aware that the Federal Communications Commission ("FCC") has asserted its exclusive jurisdiction under the Communications Act of 1934, as amended, with respect to all disputes concerning purchases of political advertising time, specifically including all disputes concerning charges for candidates' "uses" of a station's facilities.

I intend to refer all such disputes to the FCC for resolution pursuant to the provisions of the Communications Act and the rules and policies of the FCC, subject to such judicial review as is provided for by the Communications Act of 1934.

Date: 8/8/20

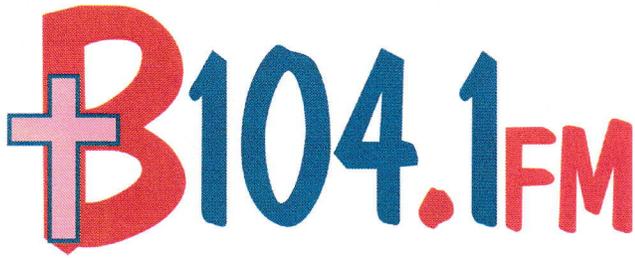
Authorized Representative of Candidate: \_\_\_\_\_ Title: \_\_\_\_\_

Candidate Name: Cindy Elsberry

Office Sought: GISD Board, Place 7

Address: 1408 Normandy Dr.

City: Graham State: TX Zip: 76450 County: Young



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## 2020 KCKB & KBLV-FM Political Rate Card

**:30 second ads \$10.00**

**:60 second ads \$20.00**

### Restrictions

1. Political ad buys are Paid in Advance (NO EXCEPTIONS)
2. Rates are for ALL station dayparts Monday - Sunday
3. Advertising Packages are NOT available for ANY political ad buys
4. Commercials, or Ads, will NOT be longer than allotted time
5. Bonuses are NOT offered for ANY political ad buys
6. In the event Commercials, or Ads, are not broadcast in their scheduled daypart...KBLV will "Make Good" missed Commercials, or Ads, by moving missed spots to the following day at the same time originally scheduled. If Commercials or Ads can't be moved to a later date, KBLV will make a FULL refund for only the missed spots.

Date: 8/8/20

Authorized Representative of Candidate: Cindy Elsberry

Title: Candidate,

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