

## POLITICAL DISCLOSURE STATEMENT CONNOISSEUR MEDIA

Radio Stations: **WSBG-FM • WWYY-FM • WVPO-AM**  
Wilkes-Barre/Scranton, PA

During their election campaign, all legally qualified candidates are entitled to purchase time on Connoisseur Media Radio Stations. Connoisseur Media will consider all requests for such time and, will make "reasonable access" to the facilities of Connoisseur Media for airing of political advertisements, and Connoisseur Media has no predetermined limitation on the amount of time a federal candidate may purchase or on the time of day in which his/her announcement may appear.

During the, 45 days before a primary election and the 60 days before a general election, Connoisseur Media charges candidates in the respective elections the "lowest unit charge" for an advertisement. It is considered to be a "use" if it includes the candidate's voice and is controlled, sponsored or approved by the candidate or the candidate's campaign committee. During any period other than the 45 day and 60-day periods, the charge for political advertisement that is not a use, including any advertisement dealing with non-candidate ballot issues, is sold at prevailing commercial rates. If a political advertisement constitutes a use, Connoisseur Media will provide opposing candidates with "equal opportunities," as established by federal law, to use Connoisseur Media facilities.

It is the policy of Connoisseur Media to keep its listeners informed of opposing candidates' viewpoints in state and local elections. Generally, Connoisseur Media also sells airtime to legally qualified candidates for non-federal public office. However, Connoisseur Media reserves discretion on which non-federal political contests it will accept for advertising. Some of the factors we consider in making these decisions include the number of importance of state and local races, the constraints imposed by Connoisseur Media's obligation to afford reasonable access to federal candidates, the availability of inventory, and the potential programming disruption. Connoisseur Media may choose not to sell time at all for certain state and local races. For the elections of 2015, Connoisseur Media will offer time to all qualified candidates for all races on the respective stations:

- **WSBG-FM, WWYY-FM, WVPO-AM – All legally qualified candidates**

**The terms and conditions applicable to political advertising on Connoisseur Media are as follows:**

1. **Sponsorship Identification.** Complete sponsor identification must be included in each advertisement as required by the FCC Rules and Regulations. Connoisseur Media reserves the right to insert such identifications into any advertisement that fails to include the requisite sponsorship identification even if the insertion of the sponsorship identification causes a portion of the advertisement to be deleted.
2. **Prepayment.** All political orders, whether direct from the candidate or through a recognized advertising agency, are subject to normal Connoisseur Media credit policies. Candidates who wish to apply for credit should allow ample time for processing of the credit application. Under

most circumstances, Connoisseur Media requires payment in advance of airtime. Checks should be sent to: **Patrick Lincoln, Connoisseur Media, 22 South 6<sup>th</sup> Street, Stroudsburg, PA 18360.** Credit Card Authorization Forms available upon request.

3. **Political Agreement.** A signed Agreement Form (NAB) for Political Broadcasts must accompany any time order. This form must list the Chief Executive Officer of the political entity purchasing the time. Form is available upon request.
4. **Proof of Candidacy.** Connoisseur Media, as its option, may require the candidate to produce proof that he/she is a legally qualified candidate.
5. **Notice and Weekend Access.** Connoisseur Media will do our best to accommodate all requests. Orders must be placed at least 24 hours in advance of start. **Copy changes or cancellations require 24 hours notice to take effect.** Standard deadlines are 1pm EST the day prior for copy airing Tuesday-Friday, and 1pm EST Friday for copy airing Saturday-Monday.
6. **Production Facilities.** The stations' production facilities will be available to produce commercials for political advertisers on the same terms as provided to commercial advertisers.
7. **Schedules.** Connoisseur Media will make available to political candidates any and all dayparts and rotational packages and any special packages that are available to commercial advertisers. **WSBG** does not allow commercials 9am-10am weekdays. Connoisseur Media will also accommodate requests for packages designed by candidates. All rates are non-preemptible.
8. **Rates.** Please see attached rate card. Lowest Unit Charge. Modified time requests available upon request.
9. **Make Good Policy.** In the event of a missed announcement, Connoisseur Media will make good in the same daypart during the schedule. If time prohibits making the announcement good (e.g. missed on Election Day), Connoisseur Media will refund cost of missed announcement(s) to the purchasing entity.
10. **Rebates.** If a new lowest unit charge is established after a political advertising purchase has been made or run, Connoisseur Media will rebate the overcharge to the political advertiser within 30 days or will credit the overcharge to the candidate's future time purchases, as the candidate directs.
11. **Newscasts.** Political announcements will not be scheduled within newscasts.
12. **Local Public Inspection File.** The rules and regulations of the Federal Communications Commission require that each station must maintain and permit public inspection of a complete record of all requests for political time, together with an appropriate notation showing whether such requests were granted and amount of charges. This information must be retained at the station's local public inspection file for two (2) years. The individual local public inspection files for Connoisseur Media are maintained at:



**CONNOISSEUR MEDIA, LLC**

**22 South 6<sup>th</sup> Street | Stroudsburg, PA 18360**  
**Tel 570.421.2100 Fax 570.421.2040**

**WSBG-FM, WWYY-FM and WVPO-AM: 22 South 6<sup>th</sup> Street, Stroudsburg, PA 18360**

Any member of the public, including opposing candidates, is entitled to inspect the materials placed in these files.