

MARBLE CITY MEDIA LLC – WYEA/WFXO/WRFS/WSGN/WAUE POLITICAL ADVERTISING DISCLOSURE STATEMENT

The following practices apply to purchases of advertising time on radio stations WYEA, WFXO, WRFS, WSGN, and WAUE (“Stations”) for “use” by legally qualified candidates for public office. Candidates or their representatives may be asked to demonstrate that the candidates are legally-qualified.

This Disclosure Statement is provided for general information as required by the rules and regulations of the Federal Communications Commission (“FCC”) and is not intended to be a part of any advertising sales contract, which is governed by applicable law and its own terms. Practices described herein are subject to change at the Stations’ discretion to the extent permitted by law.

Legally qualified federal candidates are entitled to purchase time on the Stations during their election campaigns, and the Stations will consider all requests for such time and make reasonable accommodations to meet such requests. Although a federal candidate has the right to “reasonable access” to the facilities of the Stations for the airing of political advertisements, the Stations retain the right to limit the amount of time sold to a candidate and have ultimate discretion with respect to the placement of political advertisements. The Stations will grant access to specified state and local candidates based, in the Stations’ sole discretion, on the public interest in the election and available inventory. For a determination as to whether the Stations will make time available for sale for certain local or state races, see Contact below.

During the 45 days preceding a primary election and the 60 days before a general election, the Stations charge candidates in the respective elections the “lowest unit charge” for an advertisement if the advertisement constitutes a “use” of the Stations’ facilities, as defined by the FCC. During any time outside of the 45-day and 60-day periods, the charges for political advertisements constituting a “use” are set so as to be no higher than those charged other advertisers for comparable use of the Stations’ facilities. Any political advertisement that is not a “use”, including any advertisement purchased by a non-candidate or any advertisement dealing with non-candidate ballot issues, is sold at prevailing commercial rates. If a political advertisement constitutes a use, the Stations will provide opposing candidates with “equal opportunities”, as established by federal law, to use the facilities of the Stations. No candidate will be offered the Stations’ lowest unit charge unless the candidate provides the Stations with a certification that the candidate will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with §315(b)(2)(D) of the Communications Act, as amended by the Bipartisan Campaign Reform Act of 2002.

The terms and conditions applicable to political advertising on the Stations are as follows:

1. **Rates.** The Stations sell spots as reflected on a standard rate card, which also shows classes of time, and generally in 30-second or 60-second lengths. Most rates for both commercial and political advertising time sold on the Stations are based on individual negotiation, and individually negotiated spot packages are equally available for purchase by political candidates. Negotiated buys may, for example, include spots in a number of different rotations or dayparts and combinations of different classes of spots. Rates for most classes of time vary based on supply and demand, and the Stations’ lowest unit charge is based on the net to the Stations.

Current rate information for all of the lengths, classes of time and rotators offered the Stations are provided to each person who requests such information regarding political advertising.

2. **Identification.** All ads must comply with the identification requirements of §317 of the Communications Act. The Stations reserves the right to insert such identification into any advertisement that fails to include the requisite identification even if the insertion of the identification causes a portion of the advertisement to be deleted. For a candidate to receive the lowest unit charge for the class of time purchased, all ads that refer to opposing candidates must contain a statement that is read by the candidate which identifies the candidate, states that the candidate approved the broadcast, and states that the candidate or the candidate's authorized committee paid for the broadcast.
3. **Credit.** Cash at least three (3) businesses days in advance is required unless the order is being placed by an agent or other entity with a proven credit history with the Stations. This agent or entity must accept full responsibility for all air time and production charges.
4. **Political Agreement.** A signed Agreement Form for Political Broadcasts (form PB- 18, provided by the National Association of Broadcasters) must accompany any time order. This form must list the directors or officers of the political entity purchasing the time.
5. **Proof of Candidacy.** The Stations, at their option, may require the candidate to produce proof that he/she is a legally-qualified candidate.
6. **Notice and Weekend Access.** Orders must be placed at least three (3) business days in advance of start. Copy changes or cancellations require one (1) business day's notice. Tapes or audio files (in formats suitable to the Stations) and written instructions must be delivered to the Stations in advance of the scheduled air date and no later than 12:00 p.m. on Fridays for weekend air dates.
7. **Production Facilities.** The Stations' production facilities will be reasonably available to produce commercials for political advertisers on the same terms as provided to commercial advertisers. On-air personalities may not voice political spots.
8. **Schedules.** Although the rates charged by the Stations are based upon the use of 60-second, 30-second, and 10-second spots, the Stations will also try to accommodate requests for advertisements of non-standard lengths.
9. **Newscasts/News Adjacencies.** The Stations permit political advertising within, and adjacent to, all the Stations' News programming.
10. **Make Good Policy.** In the event of a missed spot, the Stations will make good in the same daypart within three (3) days. If time prohibits making the spot good (e.g., missed on last day before election), the Stations will refund the cost of the missed spot to the purchasing entity within ten (10) business days.
11. **Election Day Orders.** Political advertising will be accepted for broadcast on election day, depending on available inventory.

12. **Rebates.** If a new lowest unit charge is established after a political advertiser's purchase has been made or run, the Stations will rebate the overcharge to the political advertiser within ten (10) days or credit the overcharge to future time purchases, as the advertiser directs.
13. **Local Public Inspection File.** The rules and regulations of the FCC require that each of the Stations maintain for public inspection a complete record of all requests for broadcast time made by or on behalf of a candidate for public office, together with an appropriate notation showing the disposition of such requests, including whether such requests were granted and the amount charged. The disposition also includes the schedule of time purchased when the spots aired, the rates charged, and the classes of time purchased. This information is retained in the Stations' online public inspection file for two years.
14. **Non-discrimination Policy:** The Stations do not discriminate in advertising contracts on the basis of race or ethnicity and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity.
15. **Contact.** Any of the Stations' personnel will take questions and messages from candidates and their representatives, but responses to questions and orders will be handled by a single point of contact: Mack Howell, who may be reached at 256-249-4263 or MHowell@wyea.net.

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