

Max Media of Hampton Roads

WGH fm / WVBW fm / WGH am / WVHT fm / WVSP fm

WGH fm, WVBW fm, WVHT fm, WVSP fm, WGH am
{hereinafter "STATION(s)"}

STATEMENT OF POLICY ON POLITICAL ADVERTISING

It is the intention of STATION(s) to comply fully with all applicable laws and regulations relating to the use of this station by legally qualified candidates for public office. Our policies regarding political broadcasting are designed to meet all legal requirements. However, to the extent permitted by law, STATION(S) reserves the right to modify this policy at any time. This policy is provided for general information, and is not intended to be a part of any advertising contract. Any advertising contract is governed by law and by its own terms.

CANDIDATES FOR FEDERAL OFFICE. We afford legally qualified candidates for federal elective office reasonable access to STATION(S) by permitting the purchase of reasonable amounts of time for the use of STATION(S). While STATION(S) does not offer free time for political advertising, it makes available for purchase by federal candidates any length of spot, class of time, and time period available to commercial advertisers, as well as announcements or program time of other durations depending on the individual candidate's needs. STATION(S) has no predetermined limitations on the amount of time a federal candidate may purchase or on the time of day in which his/her announcement may appear.

STATION(S) intends to work individually with each federal candidate in an effort to meet his or her needs. In determining what constitutes "reasonable" access, we consider such factors as the amount of time the candidate has already purchased and/or used, the total number of candidates in the race who are likely to buy time, the overall demand for political advertising on STATION(S), and the potential programming disruption.

Per the Bipartisan Campaign Reform Act (BCRA) of 2002, **FEDERAL CANDIDATES** (running for President, Vice President, U.S. Senate or U.S. House of Representatives) **must provide us with a written certification (a copy is attached) at the time programming is purchased.** This certification will state whether or not the programming (commercial content or message) will refer to another candidate for the same office. If so, the certificate must state that the programming will contain the following:

At the end of the political program (commercial), a candidate is required to include an audio statement voiced by the candidate identifying him or herself, the office being sought, and that the candidate has approved the broadcast.

THIRD PARTY ISSUES / ADS – Political programming that advocates the election or defeat of federal candidates or solicits any political contributions but is NOT authorized by a federal candidate or his / her authorized committee must:

1. State that the programming is not authorized by any federal candidate; and
2. Include the aural statement: “ _____ is responsible for the purchase and content of this advertising.” (The “blank” must be filled in with the name of the entity paying for the broadcast and a permanent street address and telephone number.)

STATE AND LOCAL RACES. It is the policy of STATION(S) to keep its listeners informed of opposing candidates' viewpoints in state and local elections. Generally, STATION(S) also sells air time to legally qualified candidates for non-federal public office. However, STATION(S) reserves discretion to determine the amount of advertising that it will sell to state and local candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints imposed by STATION(S)' obligation to afford reasonable access to federal candidates, the availability of inventory, and the potential programming disruption. STATION(S) may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local candidates to certain programs or dayparts.

RATES FOR CANDIDATES. During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the charges for use of STATION(S) by legally qualified candidates running in that election are not, under federal law, permitted to exceed the lowest unit charge of STATION(S) for the same class and length of announcement for the same time period. Whether a candidate is entitled to the lowest unit charge for a particular spot depends on the date the spot airs -- not when the order is accepted.

Because the prices of spots on STATION(S) are subject to change, the lowest unit charge for a particular length of spot, class of spot and time period may also vary during the 45 or 60-day pre-election periods. In the event any legally qualified political candidate is charged in excess of the applicable lowest unit charge, whether because of a post-order change in the applicable lowest unit charge or for any other reason, STATION(S) will rebate the excess payment to the candidate, or credit that amount toward a further time purchase should the candidate so desire.

STATIONS offer two classes of time, Pre-emptible and Non-pre-emptible, The pre-emptible class of time refers to the lowest rate charged to a commercial advertiser during the 60 G.E. window. All advertisers paying this rate are subject to pre-emption without notice.

At times when the lowest unit charge is not applicable, the charges for use of STATION(S) by legally qualified candidates may not exceed the charges made for comparable use of STATION(S) by other advertisers.

Lowest unit charges during the pre-election periods apply only to "uses" by legally qualified candidates. A "use" is defined as "any positive broadcast of a candidate's voice or picture." Lowest unit charge does not apply to third party or independent expenditure advertising, even if the advertisement constitutes a "use." The "use" must be sponsored by the candidate to qualify for lowest unit charge.

AGENCY PLACEMENT AND DIRECT PLACEMENT. STATION(S)' lowest unit charge is based on the Gross to STATION(S). Advertising agency commission will be paid to all recognized advertising agencies. Candidates without an advertising agency will receive the same 15% discount. The amount of this discount is equal to an advertising agency commission.

NEWS AND ELECTION DAY. STATION(S) does not accept political advertising during newscasts. STATION(S) does accept political advertising on election day.

PREREQUISITES TO BROADCAST. For each political time order, an NAB political broadcast form must be at STATION(S)' office at least 24 hours prior to broadcast. Copies of the current NAB form are available upon request. Tapes must be at STATION(S) at least 24 hours in advance of their first scheduled airing, or no later than close of business Thursday for weekend airing. However, we will do our best to accommodate federal candidates' requests for reasonable access regardless of notice.

SPONSORSHIP IDENTIFICATION. Under The rules of the Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who paid for or sponsored an announcement or program. Candidates and their committees (or an outside party paying for the broadcast) must disclose the true identity of the person or entity by whom or on whose behalf payment is made. If an outside party is involved, the identification must state whether the announcement was authorized by a candidate or his/her committee. **If a political announcement does not contain proper sponsorship identification, the station is required to insert the required sponsorship identification before allowing the spot to air. Since all advertisements must be limited to the amount of time purchased, spots lacking the required identification may be partially overdubbed. If STATION(S) is required to perform such production, normal production charges will be assessed.**

INTERNET SPONSORSHIP IDENTIFICATION. Sponsorship identification on the Internet is governed by the FEC rather than the FCC.

The FEC sponsorship disclaimer rules govern certain paid content on a station's website in any format – including a display advertisement or a video advertisement. As explained in Rates For Candidates section, the disclaimer rules apply to:

- Communications paid for or furnished by a candidate or other "political committee."

- Communication paid for by any corporation, union, association, organization, or individual that (i) expressly advocates the election or defeat of a clearly identified federal candidate, (ii) solicits any political contributions, or (iii) refers to a clearly identified candidate for federal office and is made within 60 days before a general, special, or run-off election or 30 days before a primary election.

The rules require the inclusion of a “paid for” disclaimer and other information, depending on the advertiser, as outlined in Rates For Candidates above. For online banner or display advertisements, the FEC’s disclaimer rules for “print” communications are the most relevant. Those rules require that the disclaimers for be (i) “clearly readable,” (ii) contained in a printed box, and (iii) of a reasonable degree of color contrast between the background and the printed statement. For online video advertisements, the FEC’s disclaimer rules for advertisements are most applicable. Those requirements, which differ slightly by advertiser, are outlined in detail in Rates For Candidates above.

PREPAYMENT AND CREDIT. All political orders, whether direct from the candidate or through a recognized advertising agency, are subject to normal STATION(S) credit policies. Candidates who wish to apply for credit should allow ample time for processing of the credit application. **Unless credit is extended, advance payments must be made at least twenty four (24) hours prior to the first scheduled broadcast of the flight.** Regardless of these policies, we will do our best to meet the reasonable needs of federal candidates for access immediately before the election.

PRODUCTION FACILITY/FEE. Candidates may have their commercial produced by the Max Media of Hampton Roads at a cost of \$100 per hour (1 hour minimum), payable at time service is rendered. This charge is for a spot running on any one of the Max Media of Hampton Roads stations or a station not affiliated with us. Due to the high demand for studio time, please respect our 24-hour cancellation policy.

POLITICAL FILE. We maintain a political file of all requests for broadcast time made by or on behalf of candidates for public office, together with materials showing the disposition made by STATION(S) of each such request, any charges made if the request was granted, and the lengths, classes, and dayparts purchased. The political file is available for public inspection during regular business hours at STATION(S)’ main studio. Per the FCC Rules and Regulations, we retain the records in our political file for a period of two years. If you have any questions about our political file, please do not hesitate to ask.

LIST OF OFFICERS AND DIRECTORS REQUIRED. STATION(S) requires a committee, association, or group that is purchasing political advertising to furnish STATION(S) with a list of its chief executive officers, members of its executive committee, or members of its board of directors. Such lists must be furnished before STATION(S) will grant a request for time. These lists will be available for public inspection at STATION(S)’ main studio during regular business hours. These records will be retained in the political file for two years.

PLACING ORDERS. The following persons are available to assist candidates with their Radio advertising on STATION(S):

Primary Contact

Carol Bryant	General Sales Mgr	voice 757-671-1000 ext 213
		Email cbryant@maxmedava.com
Debbie Coffee	Traffic Manager	voice 757-671-1000 ext 210 fax 757-671-8403 Email dcoffee@maxmediava.com
Jackie Bales	Business Manager	voice 757-671-1000 ext 207 Fax 757-671-1034 Email jbales@maxmediava.com
Dave Paulus	General Manager	voice 757-671-1000 ext 206 Fax 757-671-1212 Email dpaulus@maxmediava.com