

**KTSF TELEVISION, SAN FRANCISCO, CALIFORNIA
POLITICAL CANDIDATE ADVERTISING
AND POLITICAL RATE DISCLOSURE STATEMENT
California Assembly District 17 Special Election April 19, 2022**

The following describes the KTSF policy governing the sale of time to political candidates for the above-referenced 2022 California Special Election. This Statement is provided solely to assist political candidates in making informed decisions about the purchase of advertising time on the station, and to comply with the rules of the Federal Communications Commission (“FCC”), and is not a contract for the sale of advertising time.

1. **Applicability:** These policies apply only to legally-qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they do not apply to the sale of time to any other person or entity, including but not limited to political action committees, corporations nor to the sale of time for non-candidate, “issue” advertising. For policies concerning such other, non-candidate political time on KTSF in 2022, please see the separate KTSF policy pertaining to them.

2. **Base Campaign Periods:** The base campaign period for the California Assembly District 17 Special Election begins at 5:00 pm on February 18, 2022 and runs through 5:00 pm on April 19, 2022. All political advertising pursuant to this Statement will cease at 5:00 pm on April 19, 2022.

3. **Identification.** All candidate advertisements must comply with the identification requirements of Section 317 of the federal Communications Act and FCC rules. If ads do not contain the required identification, KTSF reserves the right to add it. In addition, for ads to qualify for the lowest unit charge for the class and amount of time purchased, they must contain a printed statement, displayed with a candidate picture, identifying the candidate, stating that the candidate approved the broadcast, and stating that the candidate and/or his/her authorized committee paid for the broadcast.

4. **Availabilities:**

A) **Reasonable Access for Federal Candidates.** As required by federal law, reasonable access will be provided upon request to all legally-qualified federal candidates before the primary and general elections. Though candidates may request specific programming and the Station will negotiate specific requests, the Station reserves the exclusive right to determine the amount of time and the programs in which such time will be made available, to particular candidates.

B) **Candidates for State and Local Offices.** Subject to availability, and to the rights of the station to amend its policies regarding state and local candidates during the political season; to limit the number of ads that state and local candidates in a given race may purchase and/or to not sell time to candidates for particular state and local offices, and to exclude state and local candidates from certain programs, dayparts or periods, the station plans to make time available on request to candidates as follows:

(i) Candidates for State Elective Offices (e.g. Governor). KTSF plans to sell time to candidates for all statewide elected offices in California prior to the 2022 California Special Election. No state candidate ads will be permitted in children's programming.

(ii) Candidates for Local Offices. Subject to availability and the rights of station under applicable law and/or this Disclosure Statement, including but not limited to its paragraph 4(B), requests from legally qualified candidates for non-federal, non-state, local elected offices (such as municipal or county positions) will be evaluated upon receipt, and KTSF may, in the exercise of the discretion it has with respect to making time available to state and local candidates, amend this policy to offer time to candidates for certain offices other than the federal and statewide offices noted above.

C) Legally qualified candidates may purchase time on the basis of any class set forth on the attached Appendix A subject to availabilities.

D) Candidates should be aware that, unless a contrary result is demanded by statutory or other applicable legal requirements, orders for the purchase of time made after 5:00 PM on the Friday before Election Day may not be filled due to lack of availabilities. The earlier an order is placed, the greater the scheduling options.

E) The Station will place all orders as to day and time, subject to availabilities. Due to potential "equal opportunities" obligations for opposing candidates, certain time periods may be unavailable for candidates in non-federal political races.

F) Requests for program time, including lengths of 30 minutes and 60 minutes, will be considered on an individual basis. No promotional announcements (aside from a candidate's separately purchased spot uses) will be scheduled to promote political programs.

G) The station will accept 120 second, 60 second, 30 second, 15 second and political announcements (where available). Sponsorship identification as required by Paragraph 2 above and applicable law must be included within the announcement time. To the extent required for federal candidates, the station will make available 30 minute program segments.

5. Rates:

A) Classes of time and Lowest Unit Rates are listed in Appendix A. Appendix B details Comparable Rates applicable outside the base campaign periods, which are the lowest unit charge periods. Appendix B applies to candidate advertising when requests are made for such advertising to run outside the base campaign periods. Appendix A, or Appendix B will be provided upon request.

B) During the base campaign periods, all legally qualified candidates are to receive the

lowest unit rates for political advertising as reflected in Appendix A for advertisements that constitute a “use” of the station by the candidate. An advertisement is a “use” if it contains an identified or readily identifiable, “positive” (in relation to the campaign) appearance of the legally qualified candidate by voice and/or image. No candidate will be offered the station’s lowest unit charge unless the candidate provides the station 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)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. Appendix C to this Statement is a form acceptable to the Station for this certification.

C) Rates can fluctuate daily upon demand according to the class of time ordered. Quoted rates are based on 30-second ads. Rates for other lengths of spots will be quoted upon request.

D) Each separate class of time is offered to candidates at its lowest unit charge; the lowest clearing rate of the particular class of time ordered by the candidate for the time period when the ad is broadcast. The Station will provide its best, good faith assessment of the lowest unit charge for each class of time upon request.

E) For pre-emptible classes, candidates may purchase ads at the lowest predicted unit charge or at a higher rate so as to decrease the potential for preemption.

6. Equal Opportunities: Legally qualified opposing candidates for the same office may request equal opportunities of the station within seven days of the first prior candidate “use”. Quotes of rates for advertisers shall not be given on the phone. Candidates and their representatives may inspect the station’s public file to review the station’s current political broadcasting agreements. KTSF will place all advertising on dates and at times subject to availability. In addition, potential equal opportunities obligations to opposing candidates in a given electoral contest may make time unavailable for candidates for other offices during certain periods.

7. Requests for Time: All requests made by candidates, committees, supporters and/or organizations and solicitations to the station must be submitted and filed using the form provided as Appendix D to this Statement. This form is placed in the KTSF Public File as soon as possible. Furthermore, should the Candidate buy, the Agreement for Political Broadcast (Appendix D) must be completed and submitted to the station. Advance orders for schedules of political advertising will be subject to reconfirmation 30 days preceding start of schedule.

8. Rotations: The station’s normal rotation procedure shall be applicable to all rotator/package spots. Ads may be purchased individually or in designated rotations among several designated days or time periods.

9. Commercial Separation: The station will attempt, but not guarantee, to provide separation between advertisements for candidates running for the same office. However, no such attempt will be made for candidates running for different offices.

10. Acceptance of Political Advertising: KTSF reserves the right to accept or not accept any proposed advertising by non-federal candidates, their supporters or committees, and/or advertising with respect to ballot or proposition issues. Each such request will be dealt with on an individual basis based upon the significance of the campaigns, the amount of public interest in them relative to KTSF's viewers, the communities involved, and the station's overall coverage of the candidates (or issue) in its programming. Legal requirements and those races having the greatest significance and interest to KTSF's audience as well as the station's overall programming shall be determining factors in whether or not any political broadcasts are accepted for a given electoral contest or how much time will be made available.

11. Commercial Material Requirements:

A) All commercial material, and written instructions for its use, must be submitted to the station in writing at least two weekdays prior to the first air date of the order. Station will accept material on Beta SP, digital Beta, or Standard Definition digital format. All instructions for airing material must be in writing. Material must be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements of Section 317 of the Communication Act, broadcast technical standards, and candidate's authorization and/or use.

B) Orders for political time will not be considered firm for broadcast clearance until the following have been provided:

(a) Completed and signed Agreement Form for Political Candidates.

(b) Net cash-in-advance payment.

(c) Where the purchase is made by a corporation, committee, association or other unincorporated group, a list of the entity's chief executive committee or board of directors.

(d) Where doubt exists, satisfactory proof that the candidate is "legally-qualified," as that term is defined by the FCC.

(e) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.

C) Production: Station facilities may be utilized for the production of political announcements or programs, subject to available production time (rates upon request). Production charges are handled separately from time charges. Agencies and/or candidates who schedule production time at the Station are required to provide a check for payment of accrued charges immediately following the production session. No spots will air, nor will any dubs be ordered, until a check is received for the correct amount. No Station news talent is available for political advertising purposes, on-camera or voice-over. In addition, subject to availability of qualified personnel, anticipated equal opportunities requests and other factors, KTSF plans to offer limited translation services on request, which will be billed per KTSF's comparable rates for production charges. The Station also reserves the right to decline to perform translation

services for candidates for particular elective offices. The candidate will be requested to sign a written release indicating he/she has requested the translation, approves its content and releases the Station from any potential liability of any kind for it.

12. Payments: All political advertisers must pay in full in advance of airdate. Payments for all political advertising and/or productions are due at the time that orders are accepted. No orders are firm until money is received by the station (cashier's check). Payment shall not be accepted later than three days (72 hours) prior to broadcast. Where the purchase is made by a corporation, committee, association or other unincorporated group, a list of the entity's chief executive committee or board of directors is required. If doubt exists, satisfactory proof that the candidate is legally qualified as that term is defined by the FCC, must be provided. Station also requires that the person or entity purchasing time on behalf of a legally qualified candidate is in fact authorized to purchase time for the candidate, and may require proof of that satisfactory to the Station as a precondition to clearance of ads for broadcast.

13. Agency Commission: If a candidate buys directly from station, agency commission (15%) will be deducted from the lowest unit rate during the base campaign periods. Normal practices regarding production shall not be commissionable but are subject to equal opportunities.

14. Rebates: In the event advertising time is sold for a particular class and for a particular time period and is broadcast at rates lower than the rate paid by the candidate, the candidate will be afforded the benefit of the lower rate either by a rebate or as a credit against future purchases, at the option of the candidate.

15. Make Goods: The Station will use its best efforts to provide "make good" spots prior to the elections for candidate "use" spots that are preempted due to technical problems, the nature of the time purchased, emergencies or other valid reasons. Although the Station's policy is to offer all candidates make goods before the election, it cannot guarantee to any advertiser that the make goods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer make goods of equivalent value. If these are not acceptable to the advertiser, the Station will provide credits or refunds for preempted spots.

16. Packages: Combinations of classes are available. Each ad ordered will reflect the appropriate class of time for lowest unit charge calculation purposes. Rates for each ad in the package will be allocated for each class by the Station. Combinations of classes and time-periods are available. Packages and volume discounts outside the base campaign 45 and 60-day pre-election time periods are negotiable.

17. This policy Disclosure Statement is part of each political candidate contract.