

HUBBARD RADIO WEST PALM BEACH
2024 POLITICAL DISCLOSURE STATEMENT

The policies in this Political Disclosure Statement (“Disclosure Statement”) apply only to legally qualified candidates for public office or their authorized campaign organizations (collectively, the “Candidate”) who seek to purchase political advertisements (“Advertisements” or “Advertising”) on WMBX(FM), WIRK(FM), WRMF(FM), WEAT(FM), WFTL(AM), and WMEN(AM) (collectively, the “Station”). The policies are not applicable to political action committees or to non-candidate “issue” advertising.

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 Station’s discretion, to the extent permitted by law. This Disclosure Statement does not constitute an offer to sell time, nor is it a contract. The terms and conditions of any actual sale of time are contained in our sale contract, and none of the matters contained in this Disclosure Statement are incorporated by reference in the sale contract.

The Station will provide reasonable access to all Candidates for federal office prior to each primary or general election involving such Candidate. While Candidates may request specific programming, the Station reserves the right to determine program availability while still affording reasonable access. Generally, the Station also sells airtime to legally qualified candidates for non-federal public office. However, the Station reserves the right to determine the amount of advertising that it will sell to state and local candidates. The Station 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.

In general, Advertising in news programming is not sold to Candidates. Limited exceptions may be discussed with the Station. Political advertising will be accepted for broadcast on election day, depending on available inventory.

Identification

All Advertisements must comply with the sponsorship identification requirements of § 317 of the Communications Act. If a Candidate Advertisement does not contain the proper sponsorship identification, the Station may add the appropriate material within the body of the Advertisement which may override some of the content of the Advertisement.

Orders

Orders for Advertising must include the following:

- A. Completed and signed Form for Political Broadcasts (NAB Form PB-19 Candidates or approved equivalent);

- B. When doubt exists, satisfactory proof that the Candidate is “legally qualified,” as that term is defined by the FCC;
- C. When doubt exists, satisfactory proof that the purchaser is authorized to buy time for the Candidate;
- D. All Advertising orders are subject to the Station’s normal credit policies. If the Candidate or the Candidate’s advertising agency does not have an established credit history, the Station may require cash payment or certified funds in full in advance of the air date of the first Advertisement in the schedule. Cash in advance is required unless the order is being placed by an agent or other entity with a proven credit history with the station. This agent or entity must accept full responsibility for all air time and production charges; and
- E. MP3 file or equivalent, along with written instructions for their use, should be submitted to the Station as soon as possible to ensure proper airing. All instructions for airing must be in writing. Changes to these instructions must be in writing to the Station prior to the changes being made. MP3 files should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

A Candidate’s failure to provide the information outlined in Sections A-E above may result in preemption of some or all Advertisements. The Station will send confirmation of broadcast or changes to Advertising schedules as ordered to the Candidate or the Candidate’s advertising agency as soon as commercially possible. In addition, this information will be available on request at any time.

Notice and Weekend Access

Orders must be placed in advance of start. Copy changes or cancellations require one business day’s notice. Production and written instructions must be delivered to the station in advance of the scheduled air date. The Station does not offer weekend access to commercial advertisers and therefore does not offer weekend access to federal candidates.

Deadlines for contract changes and commercial materials are:

- 12pm Friday for Saturday, Sunday or Monday’s Log
- 12pm Mondays for Tuesday’s Log
- 12pm Tuesday for Wednesday’s Log
- 12pm Wednesday for Thursday’s Log
- 12pm Thursday for Friday’s Log

Production

Station facilities reasonably will be available to produce Advertisements for Candidates the same terms as provided to commercial advertisers, subject to available production time. Rates for this service will be given on request. On-air Station personalities may not voice political spots. Production charges are handled separately from time charges. If production is done by Hubbard Radio and no fee is charged, an agency may not take the 15% standard agency discount. All spots produced by Hubbard Radio are property of the station and may not be used on any other station in the market outside of our ownership group.

Availability

Candidates may purchase time as set forth on Exhibit A attached hereto, subject to availabilities. Advertising time is generally available in **30 and 60-second** lengths. Requests for non-standard or program length time will be considered on an individual basis.

Classes of Time; Rates; Lowest Unit Charge

Most rates for advertising time sold on the Station are arrived at on an individually negotiated basis. 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 on a daily basis, based on supply and demand. Quoted rates are for fixed, preemptible with notice, and preemptible without notice classes of time. The classes of advertising time offered to commercial advertisers are:

- a. Fixed-Position (i.e., Non-Preemptible) Spots. Spots are designed to air absent any technical issues or natural disasters.
- b. Preemptible with notice. Approximately a 30-40% chance of clearing. This estimate does not address specific time periods, as to which chances of clearance can vary widely, and therefore do not necessarily furnish a reliable basis for projections as to any particular time period. On request the Station will provide current estimates before candidates select any particular class of time on the basis of probability of clearance. Prospects for clearance usually diminish as the election draws closer.
- c. Preemptible without notice (also referred to as Remnant Spots). Remnant inventory that has a low expectation of clearance (~20% chance of clearing). Spots are subject to preemption without any notice.
- d. ROS (Run-of-Schedule) Spots. Current rates are available upon request.
- e. Package Plans. Available upon request.

LUC. The “LUC Period” is the 45-day period preceding a primary election and the 60-day period preceding a general election. During a LUC Period, the Station will offer each class of time to Candidates at its lowest unit charge for such class and amount of time for the same period. Outside of the LUC Period, the Station will offer Candidates rates comparable to those offered to the Station’s commercial advertisers.

Certification

In order for a Federal Candidate to receive lowest unit charge during the LUC Period, the Federal Candidate must provide written certification to the Station that, if any of the Candidate's advertising refers to an opposing candidate, the broadcast will include a personal audio statement that identifies the Federal Candidate and states that the Federal Candidate has approved the broadcast.

Rebates

If advertising time (either commercial or political) is sold for a particular class of time and time period, and is broadcast during the LUC Period at a rate lower than the rate paid by a Candidate, the Station will provide the Candidate the benefit of the lower rate, either by way of a rebate or as a credit against future purchases, at the option of the Candidate.

Make Goods

The Station will use its best efforts to provide timely make goods for Advertisements that are preempted due to technical problems or because of the nature of the time purchased. Although the Station's policy is to offer all Candidates make goods prior to the election, it cannot guarantee to any advertiser (either commercial or political) 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 make goods are not acceptable to the Candidate, the Station will provide a credit or refund for the value of the preempted Advertisements, at the option of the Candidate.

Packages

Combinations of classes of time are sold to commercial advertisers as part of packages. Prior to the LUC Period, in order for a candidate to receive the package rate, the Candidate must buy the same classes of time with the same frequency as would a commercial advertiser. During the LUC Period, the Station will allocate the price for each advertisement in each class of time available in such packages in determining its lowest unit charge.

Both prior to and during the LUC Period, in order to get rates for packages that involve more than one Station, a Candidate will need to buy the packages that are offered. During the LUC Period, a Candidate need buy only the smallest volume of such spots that is divisible so as to result in a whole number of spots on each Station (for example, if there is a package where, to get a particular rate, a commercial advertiser needs to buy 10 spots on Station A and 20 spots on Station B to get that rate, during the LUC Period, the Candidate need only buy 1 spot on Station A and 2 spots on Station B to get that rate). Prior to the LUC Period, a Candidate will need to buy the same volume as a commercial advertiser in order to get the rates available through such a package.

Station Contact

Several employees of the station will be assigned to take questions and messages from candidates and their representatives, but in order to provide maximum service to candidates and their representatives, the Station seeks to provide a main contact to manage the responsibilities of all inquiries. At the Station, this contact is Susan Isreal (561-616-4773).