

## KNLR, Bend and KNLX, Prineville Political Advertising Policy

“Political Rates” are the station’s best, good faith determination of the prevailing lowest unit rates for political “use”. A “use” is any commercial which contains in whole or in part the candidate’s voice either identified, or is readily identifiable.

“Issue” and third party political advertising (not paid for by the candidate or the candidate’s committee) do not qualify for political rates but will be charged on the same basis as any commercial advertiser.

For non-federal candidates, the station may accept or deny any request for advertising time. However, acceptance of any candidate in a specific race requires the station to accept all candidates within that race if requests are made within 7 days of the original candidate’s use.

Spot times are available in 15, 30, or 60-second announcements. All spots are scheduled at the discretion of the station within the day and time parameters listed and the stations may reject any unreasonably specific requests. All ads are aired on KNLR and KNLX unless otherwise specified.

Candidate’s spots that may be missed by error or technical difficulty will be made good within the flight of the schedule or a refund for the missed ads will be issued.

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 committees must disclose the true identity of the person for whom the payment is made. The station is required to insert the required sponsorship identification before allowing the spot to air if the political announcement does not contain proper identification.

For Federal candidates who identify other candidates in the same race, their own voice must be included, identifying themselves, and stating that they approve the message.

All political orders shall be paid before announcements are broadcast. Political orders placed by advertising agencies will be deemed paid when agency receives payment and has advised station that payment has been received.

Cowan Broadcasting LLC and its stations do not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising."