

**POLITICAL ADVERTISING DISCLOSURE STATEMENT**  
**OF**



**STATIONS**

**TV:** WGEM (NBC) – GGEM (FOX) – EGEM (CW) – HGEM  
(ME-TV)

**RADIO:** 105.1 FM (Sports Talk)

Quincy, Illinois

**Station Contacts:**

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**Station Telephone Number: 217-228-6600**

## **POLITICAL ADVERTISING POLICY DISCLOSURE STATEMENT**

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**RADIO:** 105.1 FM (Sports Talk)

Quincy, Illinois

Effective as of: 02.07.2024

### **1. Applicability**

This policy describes the political advertising policies of Gray Media Group, Inc., d/b/a WGEM (NBC), GGEM (FOX), EGEM (CW), HGEM (ME-TV) and 105.1 FM (Sports Talk) adopted in compliance with the requirements, rules, and regulations of the Federal Communications Commission. These policies apply to purchases of advertising time for “uses” by legally-qualified candidates for public office (i.e., spots which feature the candidate’s recognizable voice or likeness and are controlled, sponsored or approved by the candidate or the candidate’s authorized committee), including advertising time for candidate-authorized coordinated buys. These policies do not apply to third-party ads, such as those purchased by political action committees, political parties, or issue advertisers.

### **2. Access**

Reasonable access will be provided to all Federal candidates and legally qualified candidates in certain state and local races. In order to comply with its equal opportunity’s obligations, the Station reserves the right to limit the amount of time made available for candidates for state or local races. The Station does not separate competitive political advertisements. Thus, a candidate’s spots may be aired “back-to-back” with their opponent’s spots.

### **3. Classes of Time**

The Station offers the following classes of time. All rates quoted are for 30-second spots, other length spots (:60) (:15) may be available upon request. (1) Non Preemptible; (2) Preemptible with Notice; (3) Immediately Preemptible; and (4) Rotator. The rates within each class of time vary with supply and demand. The political rate for each class of time is determined by the lowest existing commercial rate within that time class. A description and definition of each class follows:

**Level 1 – Fixed (non-preemptible).** These spots are guaranteed to air at the scheduled time or during a set time period, except in the event of unforeseen program changes or technical difficulties. Candidates will be provided the lowest rates for fixed spots in specific programs and/or rotations in which the candidate expresses interest.

**Level 2 – Preemptible with 48 hours notice.** These spots can be preempted by Level 1 spots or by an advertiser purchasing a Non Preemptible class of time (level 1) or by an advertiser paying a higher rate within this class of time with 48 hours' notice to the purchaser. Once the notice deadline has passed, spots of this class will air, subject to unforeseen program changes or technical difficulties. Based on its experience, Station management currently estimates that Level 2 spots will be preempted approximately fifteen to twenty percent (15-20%) of the time; provided, however, that in certain key Time Periods and/or Programs, the risk of preemption may be substantially greater.

**Level 3 – Preemptible with 24 hours notice.** These spots can be preempted by Level 1 or Level 2 spots or by an advertiser purchasing a non-preemptible class of time (Level 1) or by an advertiser paying a higher rate within this class of time with 24 hours' notice to the purchaser. Once the notice deadline has passed, spots of this class will air, subject to unforeseen program changes or technical difficulties. When this occurs, the Station will attempt to make good the spot within the advertiser's flight, in the same program or time period; and in the event the program or time period is not available, a similar value program or time period is offered, if available. Approximately 35% of all the units sold by the Station fall within Section 2 and approximately 5% of these units are preempted and approximately 98% are made good within the advertiser's flight.

**Level 4 – Preemptible with no notice.** These spots can be preempted by Level 1, Level 2 or Level 3 spots or by an advertiser paying a higher rate within this class of time with no notice to the purchaser. When this occurs, the Station will attempt to make good the spot within the advertiser's flight, in the same program or time period; and in the event the program or time period is not available, a similar value program or time period is offered, if available. In heavy demand times the clearance and make good percentage diminishes. Approximately 40% of all the units sold by the Station fall within Section 3 and approximately 30% of these units are preempted and approximately 60% of these units are made good within the advertiser's flight.

**Run-of-Schedule.** These spots are cleared and scheduled to fill unsold inventory and are subject to preemption for an advertiser purchasing time in any of the classes described above. No makegoods are available for spots purchased in this class; instead, the advertiser will receive a credit if any ordered spots are not aired within the flight dates.

**Other Class of Time, Special Programs.** Other classes of time, special program spots (sporting events, annual entertainment events), or packages may be available. Rates for these spots are available upon request.

#### **4. Lowest Unit Rate**

The lowest unit charge is the lowest rate paid for the same class, time-period and amount of time that clears. The station will provide its lowest unit rate to legally qualified candidates and their

authorized committees for candidate-authorized uses in the pre-election period 45 days before a primary election and 60 days before a general or special election. Outside of the 45-days and 60-days periods before primary and general elections, the Station will sell time to candidates at the current effective selling rate for comparable commercial advertisers. Current estimates of the lowest unit charge and probability of preemption are included on the attached rate card. Because we cannot determine lowest unit charge until all time has aired in a particular week and because the rate levels at which time will clear vary with market demand, the Station cannot guarantee estimates of the lowest unit charge or of the preemption likelihood of a particular class of time. All such estimates are subject to the demand and supply of current market conditions.

**Illinois:**

State Primary: 3/19/24 (window opens 2/3/24)

**Missouri:**

State Primary: 8/6/24 (window opens 6/22/24)

**Iowa:**

State Primary: 6/4/24 (window opens 4/20)

**General Election:**

General Election: 11/5/2024 (window opens 9/6/24)

**5. Preemption/Rebates**

If a spot of the same class and length as a candidate's spot actually clears in the same time period at a lower rate, the station will rebate the difference in rates to the candidate. The station will review its records on a weekly basis and notify candidates of any rebates. Candidates will be given the option of taking a credit against future time purchases in lieu of a cash rebate.

When deciding what spots within a class to preempt, the Station operates a "perpetual auction", this means that spots purchased at a higher rate within the same level and class of time will preempt lower priced spots within the same level and class of time. If a lower priced spot clears in the same class and time-period, the station will rebate the difference to the candidate. Political Advertisers are cautioned that the risk of preemption may change significantly, especially during high-demand periods leading up to an election, and that such changes may be material. Political

Advertisers should periodically call the Station to obtain the Station's then-current estimate of the risk of preemption for any purchased schedule.

## **6. Make Goods**

If the class of time purchased includes a right to make goods, the station will make every effort to provide timely and appropriate make goods. If the station is unable to provide make goods, a rebate will be provided.

## **7. Sponsorship ID**

All political advertisements must contain sponsorship identification that complies with Section 73.1212 of the FCC's rules and with applicable federal and state election laws. Such sponsorship ID must fully and accurately identify the organization or individual that has paid for the spot using the terms "paid for by" or "sponsored by."

Section 73.1212 requires political spots to contain visual sponsorship identification in letters not less than 4% of total picture height broadcast for not less than four seconds. The station will add the required sponsorship identification to any spots not containing it and will charge candidates for production costs in doing so on the same basis as would be applicable to commercial advertisers. THE STATION WILL NOT ADD TIME TO THE LENGTH OF A SPOT TO ACCOMMODATE SPONSORSHIP IDENTIFICATION.

Additionally, advertisements for federal candidates must also include a statement that identifies the candidate and states that he or she approved the communication. The candidate must convey the statement either through an unobscured full-screen view while identifying themselves and making the required statement, or by including a voice-over in which the candidate identifies himself and makes the required statement while a clearly identifiable photographic or similar image – which must occupy at least 80% of the vertical screen height – appears on screen. If the spot makes a direct reference to another candidate for the same office, then the end of the spot must include a similar statement in writing. The written statement must appear in letters no smaller than 4% of the vertical picture height and must remain on screen for a period of at least four seconds. The written statement should also state the name of the person or entity that sponsored or paid for the spot.

## **8. Sponsorship ID and LUC for Federal Candidates**

In compliance with Bipartisan Campaign Reform Act of 2002 ("BCRA"), a federal candidate is only eligible to receive the station's lowest unit rate if the candidate or the candidate's authorized committee, certifies to the Station that the proposed political advertisement will not make a direct reference to an opponent candidate unless the spot complies with the enhanced disclosure

requirements of BCRA. The enhanced BCRA disclosure requirement requires that the spot contain a clearly identifiable photo or image of the candidate, and a clearly readable statement that identifies the candidate, states that he or she approved the broadcast, and that his or her authorized committee paid for the spot. If a federal candidate does not provide the required certification or does not comply with the enhanced disclosure requirements, he or she is not entitled to receive the station's lowest unit rate for the remainder of the time leading up to the election for that office.

**9. Ratings.** We may negotiate with an advertiser to provide a certain agreed upon audience delivery rating for a specific advertising purchase. We do not provide cash refunds or rebates to any advertiser as a result of our failure to deliver an estimated audience rating, rather we will offer make-good spots. The provision of such make-good spots will be governed by the terms of our agreement with the advertiser, are subject to other time demands, availabilities, and may not be available in the same time periods as the original schedule. Political advertisers should note that the ability of the station to offer make-good spots for audience under-delivery may be limited or unavailable due to lack of audience ratings data or inventory or timing constraints during the political season.

**10. Agency Commission.** The Station provides a fifteen percent (15%) discount for ad buys made by an advertising agency. Political candidates and authorized campaign committees who purchase time without an advertising agency will receive no discount.

**11. Placing an Order.** Orders for time will not be considered firm, until the Station has received the following:

- A complete, accurate and signed NAB PB-18 Form (or all information required by this form);
- Proof that a candidate is legally qualified;
- Proof that a purchaser is a candidate's authorized committee; and
- Advance payment for ordered time.

Note: Advance orders for schedules of political advertising will be subject to reconfirmation on the later date of the date payment is received or thirty (30) days before the start of the schedule, and are not considered final until that time.

## **12. Traffic Instructions and Deadlines.**

All traffic instructions, and any changes, must be received in writing. The Station will accept spots delivered by electronic file transfer.

In order to ensure sufficient time to conduct pre-broadcast review of spots, candidates must respect the following order deadlines.

LOG FOR	ORDER DEADLINES	FACILITIES DEADLINES
Monday	Friday by 10 AM	Friday by 12 PM
Tuesday	Monday by 12 PM	Monday by 3 PM
Wednesday	Tuesday by 12 PM	Tuesday by 3 PM
Thursday	Wednesday by 12 PM	Wednesday by 3 PM
Friday	Thursday by 12 PM	Thursday by 3 PM
Saturday	Thursday by 12 PM	Friday by 12 PM
Sunday	Friday by 10 AM	Friday by 12 PM

In the case of Holiday weekends (Memorial Day, Labor Day, alike) Sunday, Monday and Tuesday's orders and traffic must be in by 11am the previous Thursday.

No traffic instructions or commercial material will be received after normal business hours; however commercial material may be received during non-business hours if a prior arrangement for after-hours delivery is confirmed by the Station during normal business hours, at least 24 hours prior to the delivery date.

Commercial facilities (tape or copy), along with written instructions for their use, must be submitted to the Station by 12 pm, and at least 24 hours before the broadcast, Monday through Thursday and according to the schedule outlined above to ensure proper airing. All instructions for airing and facilities must be made in writing. Changes to these instructions must be in writing to the Station (by letter, FAX 217-228-6670 or email to [tvtraffic@wgem.com](mailto:tvtraffic@wgem.com)) prior to the changes being made. The spot should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with the broadcast technical standards. Tapes and traffic instructions should be directed to WGEM, TV Traffic, 513 Hampshire, Quincy, IL 62301. 217-228- 6663.

The Station does not provide access for any advertisers outside its regular business hours (Monday – Friday, 8 am-5 pm) including National holidays. The Station has not and does not conduct commercial time sales or commercial scheduling during weekend hours.

Failure by a political advertiser to fulfill all requirements in advance of the deadlines may result in preemption of some or all announcements or programs previously cleared.

The Station's regular ordering deadlines may be waived, where appropriate, to provide "equal opportunity" to political candidates or to provide federal candidates with "reasonable access."

**13. Station Access/Production.**

The Station will permit federal candidates (but not state and local candidates) to change and edit copy outside of regular business hours on the weekend before the election. Contact the station for more specifics.

The Station may make production facilities available for political advertisements and programs, subject to availability. Production charges are handled separately from time charges. Contact Michael Neville for information and rates.

**14. Cancellation.** An advertiser who has paid in advance for a flight of advertisements may cancel that flight, or any part thereof, five (5) or more days before the first spot is scheduled to run for a full refund or credit. Any advertiser who cancels less than five (5) but more than two (2) days before the first spot is scheduled to be run will receive a refund or credit for 50% of the amount paid for the cancelled spots. Any advertiser who cancels two (2) or fewer days before the first spot is scheduled to be run will receive no refund or credit for the cancelled spots.

**15. Election Day Schedules.** The Station will air political ads on Election Day until 6:00pm CST. All requests for Election Day availabilities must be received by close of business on the Tuesday prior to the election.

**16. Public File.** The Station maintains an online political file. Information in this file can be found at <https://publicfiles.fcc.gov/>.

**17. Non-Discrimination.** Stations licensed to Gray Television do not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. The parties to an agreement for the sale of advertising time on a station licensed to Gray Television affirm that nothing in that agreement will discriminate in any way on the basis of race or ethnicity.

**18. Commercial Advertising Loudness Mitigation Act (CALM Act) Certification.** By purchasing time on the Station, each advertiser certifies that it has properly measured the loudness of the commercial or other content and has accurately reported that loudness, consistent with the Advanced Television Systems Committee (ATSC)'s "Recommended Practice: Techniques for Establishing and Maintaining Audio Loudness for Digital Television" (A/85), and any successor thereto approved by the ATSC.

**19. Compliance with Laws.** By purchasing time on the Station, each advertiser certifies that the commercial or other content complies with applicable laws and regulations, including election laws and those regulating the use of content generated or manipulated by artificial intelligence.



WGEM, GGEM, EGEM, HGEM, 105.1 FM  
Quincy, Illinois

**A C K N O W L E D G E M E N T**

Advertiser has been advised that a variety of classes of time (preemptible and non-preemptible) and package options are available to advertisers at a variety of rates, and the purchaser has been furnished with all requested information concerning classes, rates, discounts, preemptibility, and package plans.

\_\_\_\_\_  
Station Acknowledgement of disclosure to candidate

\_\_\_\_\_  
Printed Name of Candidate

\_\_\_\_\_  
Printed Title of Office Candidate is seeking

\_\_\_\_\_  
How disclosure made available to Candidate  
(fax, mail, in person, e-mail, etc.)

\_\_\_\_\_  
Phone Number of Candidate

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date