

Political Advertising Disclosure Statement
Forever Media Inc

The purpose of this disclosure statement is to make those parties who purchase political advertising and programming time fully aware of the application of the “Lowest Unit Charge” provisions of Section 315(b) of the Communications Act. The lowest unit charge provisions apply only during the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election (the “Election Periods”) to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees or to non-candidate issue advertising. At times other than the prescribed election periods, the rates charged candidates shall not exceed the charges made for comparable uses of the station by other advertisers. The Election Period for the next primary election is from April 2nd, 2017 to May 16th, 2017 and the Election Period for the next general election is from September 8, 2018 to November 7, 2017.

Orders for Political Time

Orders for political time will not be considered firm until a completed and signed Agreement Form for Political Candidates (NAB Form PB) has been delivered and, if the candidate is without established credit history from prompt payment, the net cash payment has been received in advance of the air date of the first commercials in the schedule.

Proper Sponsor Identification

All ads must comply with sponsorship identification requirements of the Communications Act. The identification must state that the broadcast is “sponsored, paid for or furnished by” the identified sponsor. To be a “use” and in order to qualify for the lowest unit charge, the political program or commercial must contain the candidate’s voice, identified or identifiable.

Federal Candidate Certification

To obtain the lowest unit charge (the LUC), federal candidates or their authorized committees must certify in writing to Forever Media that the political programming they will air does not contain a reference to an opposing candidate or if there is a reference to an opposing candidate, the commercials will contain additional disclosures. Additional disclosures must include an audio statement by the candidate identifying him or herself, the office being sought and that the candidate approved the broadcast. Forever Media may request a certification for each political advertising buy placed.

If a candidate does not certify, the candidate will lose the LUC for the remainder of the campaign. If LUC is lost during the primary election period, the candidate may get it back for the general election.

If a candidate loses LUC on any Forever Media station, all other stations in the company will be notified to audit their buys for certification authenticity.

If a certification is false or challenged, Forever Media will investigate the claim which may result in loss of LUC for the candidate in question.

Legally Qualified Candidate

A legally qualified candidate must fill the following criteria:

- Has publicly announced his or her intention to run for office
- Is qualified under applicable law to hold the office

Third Party/Issue 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 content of this advertising.”

The blank must be filled in with the name of the political party, committee or person paying for the broadcast, the name of any connected organization of the payor, and a permanent street address and telephone number. This sponsorship ID rule is enforced by the Federal Election Commission.

Issue ads are not eligible for LUC rates. Party ads are only entitled to political rates if the party is one of the candidates authorized committees. If a party or other ad supporting a candidate is an “independent expenditure,” the commercial is not eligible.

All political issue advertisements are subject to review and approval by the company as to if they can be accepted based on facts stated in the commercial. The station reserves the right to accept or reject placement of issue campaigns based on the credibility of the content of the commercial.

A copy of NAB form 18 must accompany all political issue commercials submitted for placement on the radio stations. Additionally, the radio station requires that the organization purchasing the political issue/third party advertisements must provide as part of the required paperwork, the names of the organization’s CEO, executive committee or board of directors to be recorded with the order in the station public file.

Reasonable Access

Forever Media will offer reasonable access throughout the campaign period. Forever Media will do its best to accommodate political requests for time from federal candidates within the framework and availability of inventory on each station purchased. For non-federal candidates, Forever reserves the right to limit number of commercials placed.

Equal Opportunities

Forever Media will comply with Equal Opportunity guidelines for candidates. Equal opportunity requests will only be honored by candidates in the same race and for a time with equal or greater audience exposure. Candidates must request equal opportunities within 7 days of the broadcast and the opportunity must be used within a reasonable time prior to the end of the campaign.

Type of Rates Offered by the Station

This station sells commercial time in unit increments which can be 30 or 60 seconds in length. Forever Media charges a unit charge, regardless of length.

Classes of Time Offered by the Station

Fixed Commercials: Fixed commercials will air in the program or time period purchased. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties.

Immediately Pre-emptible with Make Good: Immediately pre-emptible with make good commercials will be preempted up until the time of broadcast by any higher rated commercials (either pre-emptible or fixed). If preempted, a make good commercials will be rescheduled and broadcast within three days.

Immediately Pre-emptible without Make Good: Immediately pre-emptible without make good commercials will be preempted up until the time of broadcast by any higher rated commercials (either pre-emptible or fixed). A refund will be provided for preempted commercials.

Run of Schedule: ROS commercials will be placed within the broadcast schedule at times selected at the discretion of the station. Make goods are not available.

Advantage: Commercials are placed with 50% in 5a-12m Mon-Sun and 50% 6a-6a Mon-Sun. Client receives one week within a 30 day period, but the week of placement is at the discretion of the station.

Rotations: Commercials may be purchased for time or day rotation. Commercials may be purchased to run in a class of time, the precise air time to be selected at the sole

discretion of the station. A rate will be quoted for virtually any period of time or series of days. Generally, the greater the flexibility the station maintains for commercials placement, the lower the rate.

Commercials are sold, for example, for a specific time and date or within a specific period. The attached sheet sets for the specific classes of time periods within which commercials time may be purchased. Package of commercials of different classes or to be broadcast during different time periods are also sold. However, packages are treated as volume discounts and are considered in calculating the lowest unit charge.

Level of Rates Sold by the Station

During the Election Periods candidates are entitled to receive all discount privileges otherwise offered to commercial advertisers and are to be placed on a par with the most favored commercial advertiser of this station. That is, during the Election Period, candidates will be charged the “lowest unit charge” (the “LUC”) for the same class and amount of time for the same period. When a candidate purchases time outside the Election Periods, he or she will be charged rates comparable to current commercial rates.

The Station has calculated the predicted LUC for every class of time sold on the station. The LUC may vary on a weekly basis depending on the price of commercials actually broadcast during each week.

DAY	PERIOD	LUC	Clearance rate
Rates are attached for each station			

Adjacencies to News Programming

This station does not sell political advertising within news programming. The LUC for a commercials within the news adjacency will be established by the LUC for the class of time purchased as if it were in the news program.

Audit of Rates Charged

At the end of each week during the Election Periods, the station will audit the rates for all political time broadcast during the Election Periods to insure that the rates charged candidates reflect the actual LUC, that is, the lowest rate any advertiser paid for the same class of commercials that cleared during the same time period during the given week. Refunds will be issued for any overcharges.

Make Good Policy

In the event an immediately pre-emptible with make good commercials is preempted, the station will make good the commercials through placement in a comparable time period or periods to deliver an audience comparable to the commercials purchased.

Transcripts of commercials:

It is the policy of the station to not provide copies of transcripts of commercials to anyone other than the person or committee that paid for the placement of the commercial. The station will not transcribe or provide audio copies of political or issue advertising to anyone other than the person or committee that paid for the placement of the commercial time.

Deadlines for Receipt of Orders

The station imposes the following deadlines for the receipt of orders:

Orders starting Monday, should be received by 10AM the Friday prior to air of the first commercial. All others orders should be in 10AM prior to the day of broadcast. Production should be sent via e-mail to dpatrick@forevermediainc.com, by email or other digital delivery systems or shipped to Forever Media, 900 Water Street, Downtown Mall, Meadville, PA 16335. If the commercial is being produced by the station, 48 hour notice is required.