

## **MEDIA GENERAL POLITICAL BROADCAST SALES DISCLOSURE STATEMENT**

The following sets forth the policies and practices of WSAV-TV Savannah GA, regarding the sale of political time for “uses” by legally qualified candidates. To be a “use” an advertisement must be purchased by or on behalf of a candidate and must contain the candidate’s identifiable voice or picture. An advertisement purchased by a political action committee or non-candidate “issue” advertising is not a “use”.

### **Spot Announcements – Terms and Conditions**

During the 45- days prior to a primary election involving the candidate, and the 60-days before the general election involving the candidate, the candidate is entitled to purchase broadcast time at the lowest unit charge on WSAV-TV for the same class and amount of time for the same time period. In the event advertising time of the same class and amount of time for the same time period clears at a rate lower than that paid by the candidate, the candidate will receive the benefit of the lower rate either in the form of a rebate or credit against future purchases, at the option of the candidate. Rebates will be calculated on a weekly basis.

In addition, no federal candidate will be offered the station’s lowest unit charge unless the candidate provides the station with a certification that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the BCRA. This certification must be received before any purchase during a Pre-Election Window if the candidate intends to receive statutory lowest unit charge benefits.

Reasonable access to advertising on WSAV-TV will be provided to all legally qualified federal candidates. To the extent practicable, access will be provided to all legally qualified candidates for state and local offices. Access limits may be imposed on non-federal candidates based upon demand and equal opportunity requirements. Per federal law, the Station may also recapture certain candidate advertising in order to provide equal opportunities or reasonable access to other candidates.

WSAV-TV offers the different classes of rates set forth below. All classes of rates are available **to all advertisers. Rates in each class may change daily. An advertiser may choose to purchase** spots at a higher rate which carries a lower risk of preemption or at a lower rate which carries a higher risk of preemption. We shall respond to inquiries at any time concerning the risk of preemption we believe to exist on any preemption rate level at any given time between now and the election, but we emphasize that our responses can only be good faith estimates. The actual rate needed to clear in any given week will be determined on the basis of market conditions, in accordance with normal business practice.

The station maintains four classes of time that are sold to commercial advertisers:

NON-PREEMPTABLE (Class One), which is a rate that is quoted on a weekly basis and is non-pre-emptible by any other rate. Spots are guaranteed to run as ordered except in the case of unforeseen program changes or other events beyond our control.

PRE-EMPTIBLE WITH NOTICE (Class Two), which is a rate that is immediately preemptible by a higher rate with advance notice given no later than 48 hours following scheduled air date.

PRE-EMPTIBLE WITHOUT NOTICE (Class Three), which is a rate that is pre-emptible by a higher rate with no guarantee notice. Should preemption occur, a makegood will be offered.

IMMEDIATELY PRE-EMPTIBLE NO GUARANTEE OF MAKEGOOD (Class Four), which is a rate that is pre-emptible by any higher rate with no advance notice given to the advertiser, and no guarantee that makegoods will be offered.

The station will offer updated and full disclosure of the likelihood of pre-emptibility for classes two, three and four throughout the election period. A guideline to use would be to expect a 20% - 30% possibility of schedule pre-emption while using the lowest unit charge available to class two, 50% - 60% possibility of pre-emption for class three and a 80% - 89% possibility of pre-emption for class four. Certain programs can experience a higher pre-emption probability due to greater than average demand.

### **Sales of Time Outside the Political Windows**

Outside the 45 and 60 day periods referenced above, candidates are entitled to purchase advertising time for charges comparable to those paid by commercial advertisers. Charges for time on WSAV-TV are generally negotiated in the marketplace between the advertiser and WSAV-TV, after WSAV-TV furnishes its avails and “close rates” to the potential purchaser. Rates are commonly influenced by a variety of factors, including the class of time, the volume and nature of purchase, scheduling flexibility and available inventory.

### **Availabilities**

- a) WSAV-TV sells advertising time in a number of different programs, dayparts and rotations. Spots can be purchased singly or in combination. Rates quoted on the attached rate card are for individual programs and are for 30-second spots. Rates for spots or other available lengths and additional programs, dayparts and/or rotations which may be available will be provided upon request.
- b) Legally qualified candidates may purchase time on the basis of any class WSAV-TV offers, subject to availabilities. The base availability is a 30-second spot. Spot time is available in a lesser degree in other lengths of 10, 15, 60, 90 and 120 seconds.

- c) The Station sells a variety of packages and rotations. All packages will be made available to candidates, but candidates need not purchase the entire package or rotation to gain advantage of package pricing – during the Pre-Election Windows each spot ordered will reflect the charge for each class of time at the appropriate lowest unit charge. For more information about packages or rotations, please contact the station.
- d) WSAV-TV does not guarantee against political advertisements running back to back.

### **Make-Goods**

For classes one, two and three, the station will use its best efforts to provide “makegood” spots prior to the election for candidate use spots that are pre-empted due to technical problems or because of the nature of the time purchased. Although the Station’s policy is to attempt to offer candidates make goods within the class of time purchased before the election, it cannot guarantee to any advertiser that “make goods” will be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the station will offer makegoods of equivalent value. If these are not acceptable to the candidate, the Station will provide credits or refunds for pre-empted spots.

### **Rebates**

On a weekly basis, the Station will review purchase of advertising by commercial and political advertisers. If that review indicates that political candidates are entitled to rebates in order to comply with federal requirements, every effort will be made to issue rebates (or, at the candidate’s option, credits) within a one week period and, to the extent possible, prior to the election.

### **Order Procedures**

All political advertisers are asked to execute the attached “Acknowledgement of Political Broadcasting Policies of WSAV-TV”. Orders for political time will not be considered for broadcast clearance until the following have been provided:

- a) 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. Candidates must provide the name of the treasurer of their authorized committees.
- b) Where doubt exists, satisfactory proof that the candidate is “legally qualified” as that term is defined by the FCC.
- c) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.
- d) Commercial facilities (tape, copy or web creative) and written instructions for their use should be submitted to the station as soon as possible to ensure proper airing. Changes

to these instructions should be in writing to WSAV-TV (by letter, faxing or email) prior to changes being made. The tape should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

- e) Deadline for all commercial material, time orders, and contract changes are as follows:  
**Official company holidays may necessitate earlier deadlines**

<u>LOG DAY</u>	<u>NEW ORDERS &amp; SCHEDULE CHANGES</u>	<u>COMMERCIAL MATERIAL AT STATION, AIR-READY</u>
MONDAY	FRIDAY @ 10AM	FRIDAY @ 12PM
TUESDAY	MONDAY @ 10AM	MONDAY @ 12PM
WEDNESDAY	TUESDAY @ 10AM	TUESDAY @ 12PM
THURSDAY	WEDNESDAY @ 10AM	WEDNESDAY @ 12PM
FRIDAY	THURSDAY @ 10AM	THURSDAY @ 12PM
SATURDAY	FRIDAY @ 9 AM	FRIDAY @ 9AM
SUNDAY	FRIDAY @ 9AM	FRIDAY @ 9AM

- f) The station does not maintain staff to accept orders or materials on weekends.
- g) No scheduled time will be considered firm until the Station has confirmed and accepted the order and payment is received. All payments must be made by check, cash or money order. Payment in full is due at the time of the order but no more than one week before the schedule is to start. Exceptions may be made for candidates or agencies (which accept payment responsibility in writing) with an established credit history, consistent with the Station's policy with respect to similarly-situated commercial advertisers.

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

### **Sponsorship Identification**

All broadcast material must comply with the audio and visual identification requirements of Section 317 of the Communications Act, the FCC's rules and, as applicable, the Bipartisan

Campaign Finance Reform Act (the “BCRA”). Should a candidate’s spots or programs not contain the proper identification, WSAV-TV reserves the right to add the appropriate materials. The cost to add proper sponsorship identification shall be borne by the advertiser.

### **Disputes**

The Communications Act of 1934, as amended (the “Act”), establishes certain requirements for the sale of broadcast advertising time for use by or on behalf of political candidates. The Federal Communications Commission (“FCC”) has adopted rules and policies to implement those requirements and asserted its exclusive jurisdiction to enforce the Act. Complaints concerning the sale of political advertising by the Station should therefore be filed with the FCC, subject to judicial appeal as provided by the Act. In order to ensure that material necessary to resolution of disputes is maintained, political advertisers should file complaints with the FCC concerning the Station’s political practices and policies promptly. The FCC’s resolution of such complaint(s), subject to such judicial review as it provided by the Act, provides the sole and exclusive remedy for such complaints.

### **Other Matters**

The Station maintains a public file at WSAV-TV • 1430 East Victory Drive • Savannah, GA 31404 of which includes certain required information concerning political advertising. This file is available for public inspection and copying at \$0.25 per copy Monday through Friday 10:00 AM to 4:00 PM.

In accordance with FCC regulations, effective July 1, 2014, WSAV’s political public file is available for inspection at [station.fcc.gov](http://station.fcc.gov)

This policy and the rates set forth on the stations political rate card are subject to change.

### **STATION CONTACTS:**

#### **WSAV-TV Sales Department**

Phone: (912) 651-0300

Traffic Email: [traffic@wsav.com](mailto:traffic@wsav.com)

1430 East Victory Drive  
Savannah, GA 31404

#### **Mitch West, Sales Manager**

(912) 644-6818  
[mwest@wsav.com](mailto:mwest@wsav.com)

#### **Deb Thompson, General Manager**

(912) 644-6815  
[dthompson@wsav.com](mailto:dthompson@wsav.com)

#### **Michele West, National Sales Assistant**

(912) 644-6813  
[mwest1@wsav.com](mailto:mwest1@wsav.com)