

**WRAL-TV\***  
**Raleigh, North Carolina**  
**POLITICAL ADVERTISING DISCLOSURE STATEMENT**  
**2022**

\*(covering both WRAL and WRAL2)

The purpose of this disclosure statement is to make legally qualified candidates and those parties who purchase political advertising and programming time on their behalf fully aware of WRAL-TV's political advertising policies and procedures including application of the "lowest unit charge" provisions of Section 315(b) of the Communications Act, as amended (the "Act"), and the sponsorship identification provisions found in Section 317 of the Act and Section 441d of the Federal Election Campaign Act. This document does not constitute an offer to sell time nor is it a contract; rather, it is a statement of the policies that this station, in good faith, attempts to follow in connection with the sale and placement of political advertising. The terms of any actual sale of time are contained in our sales contracts and none of the matters contained in this disclosure statement are incorporated by reference in the sales contract. For more information, please contact WRAL Director of Sales at 2619 Western Blvd., Raleigh, NC 27606.

**1. Applicability of Lowest Unit Charge**

During the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election (the "Election Periods"), legally qualified 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 an Election Period, candidates will be offered the "lowest unit charge" (the "LUC") for the same class, amount of time, and time period based on inventory demands.

The lowest unit charge provisions apply only during 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 nor to non-candidate issue advertising. When requested, satisfactory proof must be provided to the station that the candidate is "legally qualified," as that term is defined by the Federal Communications Commission and/or that the purchaser is authorized to buy time for the legally qualified candidate.

**2. Sales of Time Outside Election Periods**

If candidates purchase time for broadcast outside the statutory Election Periods, rates and conditions of sale will be comparable to those charged and applied to commercial advertisers. Avails and rates will be made available during these periods on the same basis as to commercial advertisers. The station's policies concerning make-goods and other sales practices will be applied to political advertisers during non-Election Periods on the same basis as to commercial advertisers. Candidates purchasing time for carriage outside of Election Periods should inquire if they have additional questions about the station's policies during these periods.

### 3. Proper Sponsor Identification

To qualify for the station's LUC for the same class and amount of time for the same period, legally qualified candidates' advertisements must include proper sponsor identification.

- A. All Candidate Authorized Advertisements.** All television political advertisements authorized by a candidate or the candidate's committee must identify the candidate on whose behalf time was purchased, state that the candidate approved the advertisement, and state that the advertisement has been "sponsored, paid for or furnished by" the candidate and/or the candidate's authorized committee. This can be achieved at the beginning or end of the advertisement by (1) the candidate making the statement in an unobscured, full screen view, or (2) a candidate voice-over, accompanied by a clearly identifiable photograph or similar image of the candidate. For state and local candidate ads, the easily identifiable photograph of the candidate must be displayed for at least two (2) seconds.

In addition, the advertisement must contain a visual sponsorship identification that clearly identifies the individual, committee, or other organization or group that is paying for the ad (1) in letters equal to or greater than four percent (4%) of the vertical screen height, (2) for a period of at least four (4) consecutive seconds, (3) with a reasonable degree of color contrast between the background and the printed statement, and (4) no abbreviations. The advertisement must be compatible with a 4:3 aspect ratio to ensure it meets all identification requirements. If the advertisement is more than five minutes long, a sponsorship identification announcement must be made at the beginning and end of the broadcast. Please note the name of the sponsoring group/committee stated in the advertisement must match the name of the group/committee identified as responsible for the purchase of the advertising on the applicable disclosure statement (i.e., NAB Form PB-19).

A pre-airing submission of all advertisements is requested to permit the station to verify compliance with the identification requirements. Should a state or local candidate's advertisement not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the station reserves the right to add or alter identification if, in its sole judgment, the ad does not comply with the identification requirement. (If the station undertakes such action, the station will charge normal production charges as are charged to commercial advertisers.)

- B. Additional Requirements for Federal Candidates.** In addition to the foregoing sponsorship identification requirements, in order to qualify for the station's LUC, a candidate for federal office must also provide a written certification stating that the advertisement either (i) does not refer to an opposing candidate, or, if it does, (ii) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four (4) seconds at the end of the ad and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast. Failure to provide a timely certification will result in the forfeiture of candidate's rights to earn the lowest unit charge as outlined by the Bipartisan Campaign Reform Act.

#### **4. Orders for Political Time**

Orders for political time will not be considered firm until the appropriate certifications and disclosure forms are signed and delivered to the station. Specifically, the station must receive all of the following by the applicable log deadline for an order to be firm and the advertisement entered into the station's traffic system:

- Appropriate disclosure forms (i.e., NAB Form PB-19)
- Federal candidate certification (if applicable)
- Net cash-in-advance payment for the order
- Ad copy with appropriate sponsorship identification
- Final traffic instructions for the advertisement
- Satisfactory proof that the candidate is "legally qualified" (if requested by the station)
- Satisfactory proof that the purchaser is authorized to buy time for the candidate (if requested by the station)

Failure of a political advertiser to fulfill all requirements in advance of the log deadlines will result in preemption of some or all announcements or programs previously scheduled but not confirmed. In addition, payments are applied to an order in chronological order such that if there are insufficient funds to cover all of the advertisements in an order by the log deadline applicable to those ads, the latest scheduled advertisements for that log will not run.

The station does accept advertisements during network and local news programming. While candidates may request specific programming and/or specific time within a program, the station reserves the right to determine the amount of time and program availability to candidates and has ultimate discretion with respect to the placement of political advertisements. The station will grant access to state and local candidates based, in the station's sole discretion, on the public interest in the election and inventory availability, including the station's ability to meet its equal opportunity obligations with respect to opposing candidates.

#### **5. Acceptable Forms of Payment**

Acceptable forms of payment include cash, check and direct bank transfer. The station does not accept payment by credit or debit cards.

The station will make reasonable efforts to solicit payment for advertising prior to the log deadlines outlined in Section 13. In the event a payment is not received prior to the log deadline for advertising to run the next broadcast day, the station may choose to transfer funds from an order placed with WRAZ so that the advertising can run as scheduled. Funds will not be transferred from WRAZ if doing so will impact the advertising scheduled to run the next broadcast day on WRAZ, and funds will be returned to WRAZ once payment is received by the station. If an advertiser or agency prefers that funds not be transferred between stations as described here, the advertiser/agency should notify the station at the time the advertising is purchased.

## **6. Rates Offered by the Station**

Advertising rates are negotiated and established on an individual basis with each advertiser. This station typically sells commercial time in thirty (30) second increments throughout the day. Rates for other lengths will be quoted upon request. Each separate class of television time that is available is offered to candidates at the station's LUC: the lowest rate of that particular class of time for the time period during the Election Periods.

During the Election Periods, subject to availability, the station will offer every class of time at the LUC to legally qualified political candidates. The station's rate card sets forth the specific time periods within which spot time may be purchased. Packages are treated as volume discounts and are considered in calculating the LUC. Rates for other time periods or special programming are available upon request.

The station will supply the current selling level and the LUC for specific time periods, classes of time, and amounts of time upon request. Rates may fluctuate on a daily basis according to class of time ordered. Rate cards will be updated on a weekly basis as necessary.

The station has calculated the predicted LUC for every class of time sold on the station. The LUC in each class may vary on a weekly basis depending upon the price of spots actually broadcast during each week. Candidates may purchase preemptible spots at a particular class' LUC. Candidates may also decrease the potential for preemption by purchasing a higher class of time.

The station customarily provides a fifteen percent (15%) discount for advertising purchases made by an advertising agency. Political candidates and authorized campaign committees eligible for the LUC and purchasing time during the Election Period without an advertising agency will be extended a fifteen percent (15%) discount.

## **7. Audit of Rates Charged/Rebates**

At the beginning of each week during the Election Periods, the station will audit the previous week's rates for all political time sold to insure that the rates charged candidates reflect the actual LUC for the purchased class of time, that is, the lowest rate any advertiser actually paid for the same class of spot that cleared during the same time period during the given week. Rebate or credit will be issued for any overcharges. Rebates are not available outside Election Period windows.

## **8. Make Good Policy**

In the event a spot is preempted, the station will notify the candidate and if requested will make good the spot through placement in a comparable time period or periods to deliver an audience comparable to the spot purchased. Although the station's policy is to offer all candidates makegoods before the election, it cannot guarantee to any advertiser that the makegoods can be provided in the time period or rate level originally ordered. If inventory constraints preclude such identical scheduling, the station will offer makegoods of equivalent value.

## **9. Classes of Time Offered by the Station**

The station sells time by class and does not sell between classes of time. Rates for each class of time will vary based upon supply and demand as well as the week or quarter the program airs within, and lower rate levels are preemptible by higher rate levels. The station offers five (5) classes of preemptible time. With respect to all classes of time, the station reserves the right to adjust rates at any time prior to the applicable preemption notice deadline in order to ensure availability and equal opportunity.

**Class 1:** Class 1 spots have an approximately 86 - 99% chance of clearing, absent unforeseen program changes or technical difficulties. The station reserves the right to raise its rates for new purchases in this class of time for advertisers as market demand dictates.

**Class 2:** Class 2 spots are preemptible up until twenty-four (24) hours before the time of broadcast by all Class 1 spots. Class 2 spots have an approximately 61-85% chance of clearing up until 24 hours before the logs are finalized, absent unforeseen program changes or technical difficulties. The station will give its best, good faith assessment of the likelihood of preemption at the time of the request, but this is not a guarantee with respect thereto.

**Class 3:** Class 3 spots are preemptible up until three (3) hours prior to the logs being finalized by all Class 1 and Class 2 spots. Class 3 spots have a 41-60% chance of clearing, absent unforeseen program changes or technical difficulties. The station will give its best, good faith assessment of the likelihood of preemption at the time of the request, but this is not a guarantee with respect thereto.

**Class 4:** Class 4 spots are preemptible up until one (1) hour prior to the logs being finalized by all Class 1, Class 2 and Class 3 spots. Class 4 spots have a 21-40% chance of clearing, absent unforeseen program changes or technical difficulties. The station will give its best, good faith assessment of the likelihood of preemption at the time of the request, but this is not a guarantee with respect thereto.

**Class 5:** Class 5 spots are preemptible up until the logs are finalized by all Class 1, Class 2, Class 3 and Class 4 spots. Class 5 spots have a 0-20% chance of clearing, absent unforeseen program changes or technical difficulties. The station will give its best, good faith assessment of the likelihood of preemption at the time of the request, but this is not a guarantee with respect thereto.

## **10. Preemption Priority for the Same Class of Time**

With respect to all preemptible advertising, the likelihood of preemption is a function of supply and demand for advertising within a specific, class, program or time period. Preemptions may also occur due to unforeseen or circumstances beyond the control or advance knowledge of the station. Because clearance probabilities change frequently (and may change multiple times per day during in an Election Period), candidates should contact the station to receive the current estimated likelihood of preemption when making a purchase. Advertisers will be notified of preemptions in a timely, but not immediate, manner.

In the event our sales orders for the same class of spots for the same time period should exceed the station's available inventory, the station will, subject to the "reasonable access" requirements for federal candidates, establish a scheduling priority for the advertisements on the following basis:

Outside of the Election Periods (i.e., the LUC is not applicable), priority will be given to the schedule of spots purchased by the advertiser that has purchased, in the aggregate, the largest dollar volume of advertising. In the event two or more advertisers have purchased the same dollar volume, the advertiser whose order was purchased first will be afforded priority.

During the Election Periods during which the LUC is applicable, political advertisements qualifying for the LUC will be afforded scheduling parity with advertisements purchased at the same price by the station's most favored commercial advertisers within the same class of time. In the event the purchase orders of a commercial and political advertiser should be considered equal under these criteria, a political advertiser will be afforded priority. In the event the purchase orders of two or more political advertisers should be considered equal under these criteria, the candidate whose order was placed first will be afforded priority with consideration being given to equal opportunity requirements.

### **11. Product Separation**

The station endeavors to separate commercial advertisers. In cases where limited inventory and high demand dictate, the station runs competitors in the same commercial break.

### **12. Recapture of Spot Time Sold**

The station reserves the right to recapture spot time sold to a candidate to meet equal opportunity or reasonable access requirements of the Act. If spot time is recaptured by the station, the candidate will be advised as soon as practical and an appropriate refund will be issued.

### **13. Log Deadlines**

Normal station log deadlines follow below (these deadlines will not apply during a holiday weekend or other selected weekends and will be adjusted accordingly):

<b><u>Log For:</u></b>	<b><u>Order &amp; Payment Deadline:</u></b>	<b><u>Copy Deadline:</u></b>
Monday	3PM Friday (of prior week)	3PM Friday (of prior week)
Tuesday	3PM Monday	3PM Monday
Wednesday	3PM Tuesday	3PM Tuesday
Thursday	3PM Wednesday	3PM Wednesday
Friday	3PM Thursday	3PM Thursday
Saturday	3PM Friday	3PM Friday
Sunday	3PM Friday	3PM Friday

**Commercial tapes and copy should be delivered to:**

WRAL-TV  
2619 Western Boulevard

Raleigh, NC 27606  
Attn: Traffic Department

**Digital copies should be sent to:** [tvadops@capitolbroadcasting.com](mailto:tvadops@capitolbroadcasting.com).

**See Section 4 for a list of all of the items that must be received by these deadlines in order for spots to be placed on the affected day's log.** The station's ability to receive and air spots is subject to unforeseen technical difficulties, satellite delivery and the advertisement's condition.

#### **14. No Production; Anti-Discrimination Policy**

The station does not produce political advertising. Also, the station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity.

#### **15. Further Information**

We will provide, upon request, further information about our rates, advertising policies, advertising packages, rotators, and advertising plans. We encourage prospective political time buyers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on our station to enable you to make the most cost efficient and effective advertising decisions.

#### **16. Political File**

We maintain an online political file of all requests for broadcast time made by or on behalf of candidates for public office, together with materials showing the disposition made by the station of each such request, any charges made if the request was granted, and the lengths, classes, and dayparts purchased. The political file is available on the FCC's website. We retain the records in our political file for a period of two years.