

Political Candidate Sales Policies
And Disclosure Statement
2018

VerStandig Broadcasting t/a WAYZ 104.7 FM, WNUZ 92.1 FM, WBHB 101.5 FM and WCBG 1380 AM (the “Stations”) complies with Federal law in selling time to candidates for political office. In accordance with that law, we provide reasonable access to station facilities for all legally qualified Federal candidates. However, we reserve the right to determine the non-Federal candidates to whom we will sell time. Once time is sold to a Federal or non-Federal candidate, equal opportunity rights are afforded to all legally qualified opponents of that candidate.

Most rates for commercial advertising time sold on the Stations are arrived at on an individually negotiated basis. Individually negotiated spot packages available to commercial advertisers are equally available for purchase by political candidates, except as set forth below. Negotiated buys may, for example, include spots in a number of different rotations or day-parts and combinations of different classes of spots. You should be aware, however, that individual “lowest unit rates” for qualifying political “uses,” available by law during specified pre-election periods before the primary and general elections, have been determined by reference to spots within these packages, as required by Federal law.

A description of various classes of advertising time offered to commercial advertisers is provided below. Rates for most classes of time vary based upon supply and demand. During the 45-day period before a caucus, primary or primary or run-off election, and the 60-day period prior to a general election, the ultimate charge provided to legally qualified political candidates purchasing spots for “uses” - that is, spots purchased by or on behalf of a candidate by the candidate’s authorized campaign committee containing a positive appearance by the candidate where the candidate’s voice is readily identifiable – will not exceed the “lowest unit price” paid by any other advertiser for a spot of the same class and length and for the same daypart which actually run during the same rate period as the political spot. Under Federal law, a legally qualified Federal candidate may not remain eligible to receive the lowest unit rate unless the candidate provides to the Stations written certification required under Section 305 of the Bipartisan Campaign Finance Reform Act of 2002 (“BCRA”), and adheres to that certification throughout the campaign.

At times other than during the 45- and 60-day pre-election periods, candidates will be charged rates comparable to those charged to commercial advertisers, and will receive the same opportunities to negotiate individual packages that commercial advertisers receive.

The pricing policies described in this material do not apply to PAC or “soft money” advertising (announcements not endorsed or sponsored by the candidate but rather by a third party) or to any form of “issue” or corporate advertising.

In accordance with FCC rules, eligible candidates will receive all discount privileges available to commercial advertisers, and will be provided with credits or

rebates for any overcharges or missed spots, before the election when reasonably possible. **The rates for specific classes of time and rotations in which a candidate is interested will be provided upon request to the General Manager – Blake Truman at the offices of Stations WAYZ 104.7 FM, WNUZ 92.1 FM, WBHB 101.5 FM and WCBG 1380 AM, located at 10960 John Wayne Drive, Greencastle, Pennsylvania 17225, telephone (717) 597-9200.** Lowest unit rates provided to eligible candidates in advance represent the Stations' best good faith estimate of such rates, although the final rates may not be determined until after particular spots have aired, in which event rebates or credits will be provided if appropriate.

Classes of Time Available and Rates: Because rates for spots on the Stations may change frequently, candidates should contact us to receive the current rates when placing a buy. Rates on the accompanying Political Rate Card are applicable for the 60 days prior to the applicable general election. All rates quoted are net to the Station.

The Stations sell 10-Second, 30-second, and 60-second spots. There is no pricing distinction among these different length spots. Once scheduled, except as indicated below, all spots will run at random times within the specified day and time parameters, with no guarantee of any daypart distribution.

Designated Dayparts: available Monday-Friday, Saturday, and Sunday; once scheduled, spots will run at random within the following specified day and time parameters except for circumstances beyond the control of the Station:

Morning Drive – 6 AM to 10 AM

Mid Day – 10 AM to 3 PM

Afternoon Drive – 3 PM to 7 PM

Evenings – 7 PM to Midnight

Designated Times: available any day and any time; once scheduled, spots will run within a requested 15 minute window except for circumstances beyond the control of the Station.

Best Time Available: available Monday-Friday, 5 AM to 8 PM; Monday-Sunday, 5 AM to Midnight; and Monday-Sunday, Midnight to 5 AM; once scheduled, spots will run at random times within the broad parameters selected, except for circumstances beyond the control of the Station.

Sponsorship and Incentive Packages: Sponsorship packages which would imply relationship between the station and a candidate are not available to political candidates.

Other packages that are made available to commercial advertisers are available to political candidates. However, the lowest unit rate for each day part and rotation is calculated to reflect all package discounts to ensure that eligible political candidates receive the lowest unit rates for all spots scheduled to air during applicable lowest unit charge periods regardless of whether the candidate buys an entire package or a single spot.

Some packages available to commercial advertisers may include certain value-added options and other promotional opportunities. Details about these packages will be provided upon request. Eligible political candidates may purchase the value-added elements of packages on the same terms as they are offered to commercial advertisers, including website links and on-line advertisements. As permitted by the FCC, certain sales packages, such as remotes, and some value-added elements and non-cash incentives of *de minimis* value or which would imply a relationship between the Station and an advertiser, that are available in some commercial package plans, are not available to candidates.

Access: Reasonable access for Federal candidates is required under applicable Federal law. Access for state and local candidates in each particular campaign will be subject to policies and limitations as announced by the Stations. Please consult with the Stations' sales office to determine whether limitations have been adopted for any particular state or local elective office.

Make-Goods: The Stations will make every effort to provide "make-goods" spots prior to the election for spots purchased by eligible political candidates that are in fact preempted because of unforeseen program changes or technical difficulties. Although the Stations' policy is to offer all eligible political candidates make-goods prior to the election, we cannot guarantee to any advertiser that the make-good can be provided during the daypart or rotation originally purchased. If that is not possible because of inventory constraints, the Station will offer make-goods of equivalent value. If these are not acceptable to an advertiser, the Station will provide credits or refunds for preempted spots.

Availabilities: Subject to limitations for state and local candidates, legally qualified candidates may purchase time on the basis of any class of time offered by the Stations, with the exception of the sponsorship of newscasts and the placement of spots within newscasts. For Federal candidates, the Stations will also consider non-standard program time purchases as required by Federal law; please contact the General Manager or the National Sales Manager in such circumstances. Requests for program time will not otherwise be considered. No promotional announcements (aside from a candidate's separately purchased spots) will be scheduled to promote political programs.

Candidates should be aware that, unless a contrary result is demanded by "equal opportunity" requirements or by Federal law, orders for the purchase of time made after 12:00 Noon on the Thursday preceding election day may not be filled due to the lack of availabilities. The earlier an order is placed, the greater the scheduling options.

Political advertising time will be sold to air on the day of the primary and general election only through 7:00 PM.

Sponsorship of newscasts and spots within newscasts (including sponsorship of sports segments within newscasts) are not available to political candidates.

Sponsorship Identification: All spots must comply with the sponsorship identification requirements of Section 317 of the Communications Act, with the FEC regulations adopted under BCRA for Federal candidates, and with applicable state laws.

Each spot must clearly state that the spot was “paid for” or “Sponsored by” the party paying for the spot. If spots that are political “uses” do not contain the identification required under the Communications Act, the Station will notify the candidate and request that the spot be properly prepared; if a new version is not provided, the Station reserves the right to add appropriate identification over the spot supplied and within the existing running time of the spot and to bill the candidate for any production costs incurred by the Station.

Credit Practices: The Stations require all new advertisers and all advertisers in volatile businesses or those whose operations are intermittent or of limited duration, including political candidates, to pay for all spots in the form of certified or cashier's check, money order, wire transfer or cash in the full net amount of the schedule being ordered in advance of the schedule's commencement. All payments must be received by the Stations no later than 48 hours prior to air date.

Receipt of Materials: All political orders must be accompanied by a signed and completed Agreement Form for Political Candidate Advertisements (NAB PB-16) as well as the Candidate Certification Form for Federal Candidates. Commercial announcements should be submitted to the station as soon as possible to ensure proper airing, and must be received no later than 24 hours prior to air date. Audio for schedules commencing on Saturday, Sunday or Monday must be received no later than noon on the Friday prior to air date. The Stations cannot guarantee make-goods for schedules which do not air due to a delay in receipt of audio. All instructions for airing of commercials must be in writing.

Production: Station facilities may be utilized for the production of political announcements or programs, subject to available production time (rates available upon request). Production charges are billed separately from time charges. Unless an acceptable credit history has been established with the station, agencies and/or candidates scheduling production times at the Stations are required to provide a check for payment of accrued charges at the conclusion of the production session; in such cases, no spots will air, nor will any dubs be ordered, until a check is received for the correct amount. No Station news talent is available for political advertising purposes.

Confirmation of receipt of these Policies must be acknowledged in writing at the time of delivery on the attached form.

ACKNOWLEDGMENT OF RECEIPT OF MATERIALS

I, _____, am (a) a legally qualified candidate for the office of _____; or (b) an authorized member or representative of _____, and have authority to place political advertising with the VerStandig Stations on behalf of _____, a legally qualified candidate for public office.

In that capacity, I acknowledge receipt and understanding of the Stations' Political Candidate Sales Policies and Disclosure Statement on _____, 2018.

Signature: _____

DISCLOSURE REQUIREMENTS FOR FEDERAL CANDIDATES

Candidate Certification:

If a candidate for Federal elective office runs an advertisement, which qualifies as a “use,” that refers to an opposing candidate, the announcement must include:

- A statement that (1) identifies the candidate, (2) discloses that the candidate (and/or the candidate’s authorized committee) has paid for the broadcast, and (3) states that the candidate has approved the broadcast.

Sponsorship Identification:

If an announcement advocating the election or defeat of a candidate or soliciting any political contributions is produced or authorized by a Federal candidate or the candidate’s authorized committee, it must include an audio statement voiced by the candidate that:

- (1) identifies who the candidate is, (2) discloses who paid for the broadcast (in most cases the candidate or the candidate’s committee), and (3) states that the candidate has approved the broadcast.

If an announcement advocating the election or defeat of a Federal candidate or soliciting any political contributions that is not produced or authorized by a Federal candidate or a candidate’s authorized committee, it must include:

- A statement disclosing that no Federal candidate authorizes the announcement, as well as the statement “_____ is responsible for the content of this advertising,” where the blank is filled in with (1) the name of the political party, committee, or person paying for the broadcast, (2) the name of any connected organization of the payor, and (3) the permanent street address, telephone number or web address of the person who paid for the announcement.

**BCRA CERTIFICATION FORM
FOR FEDERAL CANDIDATES**

I, _____, a candidate for
_____, hereby certify that the programming
presented on behalf of my candidacy to be broadcast on _____(the radio station)
will comply with the requirements of the Bipartisan Campaign Finance Reform Act of
2002.

Specifically, I certify that the programming: **(check one)**

_____ does not refer to an opposing candidate,

or

_____ does refer to an opposing candidate but contains the mandatory disclosure
statement voiced by me that (1) identifies me as the candidate, (2) discloses the office
being sought, and (3) states that the I have approved the broadcast.

Signature of Candidate or Authorized Committee

Printed Name of Candidate or Authorized Committee

Dated: _____

DISCLOSURE FORM FOR NON-CANDIDATE POLITICAL BROADCAST INFORMATION OR TIME

This form must be completed for all requests for broadcast time made by anyone seeking to broadcast a message that refers (a) to a legally qualified candidate, (b) to any election to Federal office, or (c) to "a national legislative issue of public importance" or a "political matter of national importance (i.e. an issue advertisement). **This form must be placed in the station's public inspection file and maintained there for a period of two years.**

Date of Request: _____ **Time of Request:** _____

Candidate Named in Spot: _____

Party: _____

Candidate for: _____
(Office) (Location)

Issued Referred to: _____

Name of Organization: _____

Name of Contact Person: _____

Address: _____

Telephone: _____

Chief Executive Officers, Board of Directors, or Members of the Executive Committee of the Organization (attach a list, if necessary): _____

Agency for Organization (if any): _____

Name of Person Requesting Information/Time: _____

Information Requested: _____

- Rates for _____
- Availabilities for _____
- Other: _____

Disposition of Request:
____ Accepted ____ Rejected ____ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: _____

Class of Time Purchased: _____

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary):

Date Public File Report Prepared: _____, 2018.

Other Information: _____

Inquiry Received By: _____