

POLITICAL INQUIRIES GENERAL ELECTION, NOVEMBER 8, 2016

August 4 – received a request for issue advertising for NextGen Climate from BlueWest Media. Schedule placed on KNCQ 8/8-8/14.

August 8 – received a buy through KATZ for Stop the Special Interest Tax Grab (No on 56) agency is GCW Media Services – schedule is on KNCQ, KHRD, KKXS dates are 10-3 thru 11-7

August 29 – received a request from Steve Morgan for Supervisor District 4. Sent KNCQ rate card. 9/1/16 – buy placed on KNCQ. 10/10-10/14 and 11/5-11/7.

September 5 – received a request from Greenstripe Media on behalf of Yes on 55. Sent Issue/Initiative rate cards. Buys placed on KNCQ 9/6-9/12 and 9/13-9/19

CANDIDATE RATE CARD – KHRD – PRIMARY ELECTION 2016

DAYPART	:60 Pre-emptible (LUR)	:60 FIXED RATE Non pre-emptible
M-F 6A-10A	\$7	\$15
M-F 10A-3P	\$7	\$15
M-F 3P-7P	\$7	\$15
M-F 6A-7P	\$5	\$12
SA 6A-7P	\$5	\$10
SU 6A-7P	\$5	\$10

DAYPART	:30 Pre-emptible (LUR)	:30 FIXED RATE Non pre-emptible
M-F 6A-10A	\$5	\$12
M-F 10A-3P	\$5	\$12
M-F 3P-7P	\$5	\$12
M-F 6A-7P	\$3	\$10
SA 6A-7P	\$5	\$8
SU 6A-7P	\$5	\$7

Detailed information describing station's political broadcasting policies and practices is available upon request. A complete listing of all classes of time and time periods that station may offer to certain qualifying candidates is also available upon request

CANDIDATE RATE CARD – KHRD – GENERAL ELECTION 2016

DAYPART	ROS (Remnant)	:60 Immediately Pre-emptible (LUR)	:60 FIXED RATE Non pre-emptible
M-F 6A-10A		\$8	\$15
M-F 10A-3P		\$8	\$15
M-F 3P-7P		\$8	\$15
M-F 6A-7P		\$5	\$12
SA 6A-7P		\$5	\$10
SU 6A-7P		\$5	\$10

DAYPART	ROS (Remnant)	:30 Immediately Pre-emptible (LUR)	:30 FIXED RATE Non pre-emptible
M-F 6A-10A		\$7	\$12
M-F 10A-3P		\$7	\$12
M-F 3P-7P		\$6	\$12
M-F 6A-7P		\$5	\$10
SA 6A-7P		\$5	\$8
SU 6A-7P		\$5	\$7

Detailed information describing station's political broadcasting policies and practices is available upon request and is contained in Results Radio's Political Rate and Sales Policies document. A complete listing of all classes of time and time periods that station may offer to certain qualifying candidates is also available upon request

November 2016 General Election Lowest Unit Rates:

LUR was arrived at by Laurie Curto reviewing all contracts in the Results Radio Redding SDS system during the dates of the political window (9/9/16-11/8/16) and determining which rates are the lowest for each specified daypart. Laurie Curto and Beth Tappan then reviewed each contract and assigned appropriate internal values to spots, thus determining the correct LUR.