

## WAGM/EAGM/GAGM and WWPI POLITICAL ADVERTISING DISCLOSURE STATEMENT

This disclosure statement describes the political advertising policies of WAGM/EAGM/GAGM and WWPI to comply with the requirements, rules and regulations of the Federal Communications Commission. These policies apply to the purchase of advertising time for “uses” by legally qualified political candidates. A political advertisement or program involves a “use” if it includes the recognizable voice or image of the candidate. Candidates may be asked to demonstrate that they control, approve, or sponsor particular advertisements or programs.

### ACCESS

Reasonable access to WAGM TV’s facilities for the purchase of airtime will be provided to all legally qualified candidates for federal office. Non-federal candidates will be offered access to the WAGM TV’s facilities to the extent circumstances permit. While candidates may request specific amounts of time or time periods, WAGM TV will consider all requests for time on an individual basis and reserve the right, in its sole discretion, to determine what constitutes reasonable access and equal opportunity.

### RATES OFFERED BY THE STATION(s)

WAGM/EAGM/GAGM TV and WWPI TV sell commercial time in basic thirty second increments throughout the day. The rates for sixty second announcements are two times the thirty second rate. Rates for fifteen-second standalone announcements are 50% of the thirty-second rate for all rate levels. Non thirty- second rates are rounded up to the nearest dollar. Please contact the station for non-standard length requests.

The station offers the following classes of time:

1. Fixed (Level 1) P-01 : Fixed announcements will not be preempted by WAGM/EAGM/GAGM and WWPI.
2. Buy (Level 2) P-02: Pre-emptible announcements with advance notice and make goods offered. 80-90% clearance.
3. PE (Level 3) P-03: Immediately pre-emptible without advance notice and make goods offered as avails permit. 55-65% clearance
4. PE (Level 4) P-04: Immediately pre-emptible without advance notice and availability of make goods not likely. 25-40% clearance (rates available as requested)
5. Rotators/DR (level 5) P-07 & P-08: These spots are placed after all standard spot schedules that are ordered for specific programs and/or time periods are satisfied. The actual placement of these spots within the assigned rotations is at the sole discretion of WAGM TV for all stations. Rotators are immediately pre-emptible without advance notice and availability of make goods not likely. (rates available as requested)

**The probability of clearance can and will change as demand on inventory changes for specific programs, dayparts, days of the weeks and weeks. Check with the station representative for the latest estimations before placing an order.**

At the end of each week, WAGM/EAGM/GAGM TV and WWPI TV will audit rates for all political time sold to ensure that the rates charged to legally qualified candidates reflect the actual lowest rate and advertiser paid for time that cleared for each class of time during the preceding week. Refunds will be issued or credits offered on a timely basis for any overcharges.

Pre-emptible announcements, both with notice and without, may be pre-empted by a higher rate announcement. See the make good policy on page 2.

Rate sheets will be provided upon request that set forth the specific time periods within which announcement time may be purchased, and the rate structure for each class of time, time period, and programs for weeks indicated.

If a candidate does not use an advertising agency, the Stations will discount the rate charged to the candidate by the amount of the agency commission, which is currently 15%.

#### **LOWEST UNIT RATE**

Candidates are entitled to receive all discount privileges otherwise offered to commercial advertisers and will be treated on par with commercial advertisers of WAGM/EAGM/GAGM and WWPI. Candidates will be charged the L.U.R for each class of time during the forty-five (45) days preceding a primary election and the sixty (60) days preceding a general election, except as set forth in the third-party advertising section on page 3. When a candidate purchases time outside of the election periods, that candidate will be charged rates comparable to then current commercial advertisers.

The L.U.R may vary weekly depending upon the price of announcements actually broadcast during each week. Please call prior to placing an order to confirm current rates and programming.

#### **MAKE GOOD POLICY**

If the class of time purchased includes a right to make goods, we will work with you in an attempt to make good the announcement through placement in the same or comparable time period.. In the event a candidate does not wish to accept make goods, the candidate must advise WAGM/EAGM/GAGM and WWPI and a credit or refund will be issued on a timely basis.

## ORDERING PROCEDURES

Payment is due in full by 2:00pm ET the business day in advance of airdate. No scheduled time will be considered firm until payment is received and all rates are subject to change based on inventory until payment is received in full. All payments must be paid by check, money order, or with a credit card on our portal at <http://payments.gray.tv>. All political advertisers must provide information concerning the entity or individual who is paying for the advertisement, including all information required by state and/or federal law.

All broadcast agreement forms within the Public File **MUST** be filled out **CORRECTLY** and in their **ENTIRETY** before the advertisement will air. WAGM/EAGM/GAGM and WWPI reserves the right to reject any order that is placed without complete and proper paperwork. Once the paperwork is received and reviewed for accuracy the order will be placed.

Reconciliation of station discrepancies for political candidates or issue advertising must be completed in 90 days.

All advertising contracts and production materials must arrive at WAGM by 2:00pm the business day in advance of airdate, in order to ensure compliance with sponsorship identification requirements.

Commercials delivered via FTP sites must be available for station download no later than 2:00pm the business day in advance of air date and the station must receive instructions that include file format, website address, user name, password, and any other required login information.

## SPONSORSHIP IDENTIFICATION

All political announcements and programs must include sponsorship identification. See Disclaimer 4%/4 rule on next page

## MAINE DISCLOSURE REQUIREMENTS FOR LOCAL & STATE CANDIDATES

If the Local or State office ad is **AUTHORIZED** by a candidate, a candidate's authorized political committee or their agents then the disclosure must clearly state that, the communications has been **PAID FOR AND AUTHORIZED BY** and must clearly state the name of the person or organization who made or financed the expenditure for the communication.

If the local or state office ad is **NOT AUTHORIZED** by a candidate, a candidate's authorized political committee or their agents then the disclosure must clearly state the communication was **PAID FOR** and clearly state the name and address of the person or organization who made or financed the expenditure for the communication and that it is **NOT AUTHORIZED** by any candidate.

Third party advertising with candidate's image: A communication that names or depicts a clearly identified candidate and that is disseminated during the 21 days before a primary election or 35 days before a general election must clearly state the communication was **PAID FOR** with name and address of the person or organization who made or financed the communication and a statement that the communication **WAS OR WAS NOT** authorized by the candidate. The disclosure is not required if the communication was not made for the purpose of influencing the candidate's nomination for election or re-election.

**ALL POLITICAL REFERENDUM/ISSUE ANNOUNCEMENTS** must include the statement “PAID FOR BY” or “SPONSORED BY” with the organization name.

**CANDIDATES FOR FEDERAL OFFICE** need to fully and accurately identify the organization or individual that has paid for the commercial using the terms “PAID FOR BY” or “SPONSORED BY”. Candidates for federal office, or any authorized representative or committee for a federal candidate, must provide WABI/EABI with written certification stating that the candidate, or authorized representative or committee for the candidate, either (a) does not make any direct reference to a candidate or candidates running for the same Federal office in the political announcement or (b) that the political announcement complies with the Bipartisan Campaign Reform Act of 2002. Any political announcements submitted without such certification will not receive the L.U.R. for that announcement or any other announcement submitted by the candidate for the remainder of the applicable time period.

If they announcement makes a reference to a candidate or candidates running for the same federal office, the announcement must include a clearly identifiable image of the candidate, a written statement that is either read by the candidate or provided via voice over by the candidate that identifies the candidate and states that the candidate approved of the announcement and that the announcement was paid for by the candidate or the authorized committee of the candidate.

If the announcement is provided by an individual or committee not authorized by the Federal candidate, the announcement must include, in a clearly spoken manner, as well as a textual message for television stations, the following statement: “the [name of the committee or other person paying for the communication and the name of any connected organization] is responsible for the content of this advertising.” The audio message must be conveyed by an unobscured and full-screen view of a representative of the political committee, or a view of the person doing the voice over.

#### **ALL POLITICAL CANDIDATES FOR PUBLIC OFFICE FCC DISCLAIMER 4%/4 RULE**

Television political spots concerning candidates for public office must have a visual ID and ALL LETTERS of the identification must occupy at least 4% of the vertical picture height (standard definition= 20 scan lines, high definition 720p= 29 scan lines, high definition 1080i = 44 scan lines) and must air for at least four (4) seconds.

Political announcements of more than five (5) minutes require the sponsor identification at the beginning and end of the announcement. Additional identification requirements are required if the announcement makes a reference to a candidate or candidates running for the same federal office. No political announcement will air without the proper identification.

#### **OTHER MATTERS**

WAGM/EAGM/GAGM and WWPI maintains a Public Inspection File online at <https://publicfiles.fcc.gov> which includes all required information concerning political advertising.

**Note:**

The statements contained in this Disclosure Statement, as well as the rates specified in rate cards, are offered for informational purposes only and are subject to change without notice at WAGM TV's sole discretion. Nothing in this Disclosure Statement, or the rate cards, should be construed to create, convey, or confer any right upon any party, including the recipient, or to create or impose any duty or obligation on the part of WAGM TV.

WAGM TV is owned and operated by Gray Media Group, Inc