



**2016 KHSL-TV
Political Disclosure Statement
And Political Rate Card**

Primary Election
4/23/16-6/7/16

KHSL-TV is publishing this Political Disclosure Statement to provide all candidates with complete, timely and accurate information about the Station's existing rate and sales policies and practices and to help candidates take full advantage of their rights under the law as interpreted by the FCC and Federal Courts.

Introduction

KHSL-TV will make broadcasting time available for "use" by all legally qualified candidates for Federal public offices and by candidates for selected local and state offices. All legally qualified Federal candidates will be provided "reasonable access" to the Station's facilities for the purchase of time during an election campaign. While the station retains ultimate discretion to determine the amount and location of time sold to meet the needs of Federal candidates, the station will consider any such requests for time and will make reasonable accommodations with respect to such requests in light of all relevant circumstances applicable to the candidate and the Station (including the Station's "equal opportunities" responsibilities)

A "use" is defined by the FCC as a readily identifiable positive personal appearance by the candidate through his/her voice or image in a broadcast announcement which is controlled, approved and sponsored by the candidate. All time sold for the "use" of the Station's facilities to legally qualified candidates for political office will be sold on the same basis, terms and conditions as made available to the Station's most-favored advertisers and at the Station's "lowest unit rate" as that term has been defined by the FCC. Time will be sold at the Station's lowest unit rate during the following **Primary Election**—April 23, 2016 through June 7, 2016.

During other than the prescribed "lowest unit rate" periods, and for all announcements which are not "uses", the Station will charge its prevailing commercial rates for all advertisements. The policies set forth in this Political Disclosure Statement are not applicable to programming sponsored by independent political action committees, to announcements which are not sponsored, controlled or approved by a legally qualified candidate, and to non-candidate, "issue advertising" including ballot issues.

In order for the candidate and/or the candidates' authorized representative to make an informed buying decision, KHSL-TV will, during the discussions relating to a proposed purchase of time, disclose the Station's sellout position for the relevant time period and, with regard to the possible purchase of pre-emptible time, provide a good faith estimate of the approximate likelihood of pre-emption.

1. Classifications of Time Sold by the Station

Fixed Position (L-1)- 30-second announcements purchased at the L-1 level are fixed in the position and program purchased, and will not be pre-empted except for an event of Force Majeure, an act of God, or the broadcast of a national or local event of exceptional public importance.

Pre-emptible with Notice (L-2)- 30-second announcements purchased at the designated L-2 level or at an intermediate higher level, which is less than the L-1 rate for the same program, are immediately pre-emptible by an announcement which is sold at a higher pre-emptible rate or at the L-1 (fixed position) rate. Advertising time is sold between the L-1 and L-2 rates based upon current availabilities at incremental levels, which carry with them distinct levels of pre-emption possibility which will be disclosed to potential political advertisers. L-2 is the Station's "standard selling rate" for clients which do not purchase time based on long-term or bulk purchase agreements.

Pre-emptible without Notice (L-3)- This class appears on the Station's rate card and reflects the absolute lowest rate for any given time period. Commercial clients who have made bulk purchases

or who have purchased annual contracts normally set these rates, which are based upon the volume of advertising dollars committed to the Station over a specific period of time. This rate is offered to political candidates where inventory is available, however, time sold at the L-3 rate is immediately pre-emptible without notice by spots purchased at either the L-1 or L-2 rates.

The rate levels reflected on the attached rate card are for 30-second announcements. In addition, the station also has the following guidelines:

- A. 10-second announcements are 50% of the 30-second rate and are pre-emptible for a 30-second (or 60-second) announcement.
- B. 15-second announcements are 65% of the 30-second rate and are pre-emptible for a 30-second (or 60-second) announcement.
- C. 60-second announcements are double the 30-second rate.
- D. In addition to the foregoing announcement availabilities, the Station makes 30-minute program time available during certain day parts. Please consult with the Station's Sales Manager regarding the purchase of such program time.

2. Station Rates

Rate level L-1 - L-2 are subject to upward changes due to demand on the Station's inventory. The station reviews its inventory situation weekly, and makes rate adjustments where necessary to control demand/pressure as sell-out percentages increase. Should any change be necessary, such change will be published in a Minimum Clearance Rate Report. All active political candidates will be notified of such changes as soon as possible.

3. News Programs

KHSL-TV does sell Station newscasts to candidates for local, statewide and Federal office.

4. Station Make Good Policy

Should the rate a political candidate pays for a "use" (as defined above) (at the L-2 or L-3 level be "bumped" out of any time period by (i) a higher rate announcement (ii) due to a technical failure on the part of the Station or (iii) the broadcast of a program or announcement of exceptional local or national importance, the candidate will be notified immediately and will be offered:

- A. A make good at the next higher pre-emptible rate level or,
- B. A make good at the next acceptable (in terms of audience demographics and delivery) and available time period at the same rate as the pre-empted announcement; or
- C. A credit or cash refund.

5. Station Rebate Policy

In the event the Station sells any advertising time during the "lowest unit rate" period prior to the
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primary or general election for a particular amount and class of time in a particular time period at a rate which is lower than the rate charged a candidate for a "use" (as defined above) of the same amount and class of time in the same time period, the Station will afford the candidate the benefit of the lower rate by means of a credit or rebate. No adjustments will be made for purchases which are not subject to "lowest unit rate" requirements.

6. Value Added Features

KHSL-TV offers no value added features. Billboard or program sponsorship arrangements are not available to political candidates.

7. Required Documentation and Payment

The following three forms must accompany each political order:

- A. Agreement for Political Broadcasters (NAB Form)
- B. Record of Request for Broadcast Time
- C. Authorization Form (Required in order for a purchase to be made a "use" and to qualify for the Station's "lowest unit rate".

The foregoing forms are available upon request from the KHSL-TV Sales Dept. All political order forms must be completely filled out and signed, and accompanied by a check for full payment **48 hours** prior to initial airdate. **NOTE:** Announcements for political action committees or issue advertising must be paid at the time the order is **placed**.

8. Other Required Information

If a corporation, committee, association or other unincorporated group makes the purchase of political time; the purchaser must supply a list of the entity's chief executive officer, or the members of the executive committee or board of directors.

Where doubt exists on the part of the Station, the purchaser must supply satisfactory proof that the candidate is ***legally qualified***, as defined by the FCC.

Where doubt exists on the part of the Station, the purchaser must supply satisfactory proof that the purchaser is authorized to buy time for the candidate and the announcement or program has been approved, controlled or sponsored by the candidate or the candidate's authorized campaign committee.

9. Sponsorship Identification

All political announcements must comply with section 317 of the Communications Act and must contain the full name of the authorized sponsoring candidate and or committee, in video only. The

sponsorship identification must appear on the screen and in a type size sufficient for the ordinary viewer to read and comprehend. Proper announcements must be a minimum video identification of the sponsor with letters equal to or greater than 4 percent of the vertical picture height, and airing for not less than 4 seconds. The Station reserves the right to add any sponsorship identification information which may be required to comply with the law within the context of the announcement provided by the candidate, and the candidate will be charged the customary rate for such production service. This charge must be paid in advance of the start of the air schedule.

10. Deadlines

All orders and the actual announcement to be broadcast must be received by KHSL-TV at least 48 business hours prior to airdate. Due to the limited staff available at the Station, this requirement is essential to insure proper dubbing and processing through the traffic dept. Copy changes will be made on weekends; however, schedule changes will not be made on weekends.

No add-ons (additional time purchases) are permitted to political orders. A new order must be generated.

11. Station's Political File

KHSL-TV will maintain a political file as required by the rules of the FCC. These files will be available for inspection during the Station's normal business hours (Mon-Fri, 8am-5pm). Online access at FCC.GOV. The Station will not disclose schedules, rates or time periods, etc., in response to phone inquiries.

12. Station's Production Facilities

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 handled separately from time charges, and in the same manner as the Station handles commercial announcements except, however, that Station news talent is not available for political advertising purposes, whether on-camera or by voice-over.

13. Pre-Election Weekends

KHSL-TV will accept requests for political advertising time to be carried on Election Day until the polls close. The weekend before each election, KHSL-TV will not be available to accept new orders, make revisions or change copy.

14. Non-Standard Time Segments

KHSL-TV will act reasonably and properly evaluate each request for non-standard time segments by a federal candidate on an individual basis utilizing relevant factors, such as the following:

- A. How much time has been previously sold to the candidate making the request.
- B. The potentially disruptive impact on the stations regularly scheduled programming (insufficient notice of adjustment to schedule, for example).
- C. The likelihood of equal opportunity requests.
- D. The timing of the request.

KHSL-TV will not make these non-standard time segments available to non-federal candidates.

Please direct any inquiries regarding this Political Disclosure Statement or the attached rate card to:

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CBS-KHSL / CW10-NHSL
3460 Silverbell Road Chico, CA 95973
(530) 342-0141

Thank You.

Peter O'Brien
GM / GSM
CBS-KHSL / CW10-NHSL