

WKSK POLITICAL ADVERTISING POLICY-2018

WKSK accepts political advertising from properly certified candidates at the station's existing rate structure. Within 45 days of a primary election and 60 days prior to a general election WKSK allows candidates to obtain the station's lowest unit charge for commercials by using the candidate's voice at some point in the commercial. The disclaimer alone qualifies the candidate if done in his/her voice. All non-candidate commercials are treated as any other advertising in determining rates.

WKSK employees do not voice or air live political announcements for candidates, nor do they prepare and record or air live announcements dealing with issues such as taxes, abortion, schools, etc. It is the responsibility of the candidate or committee person to prepare and record or present live such announcements. Announcements dealing with issues are sold as regular commercial announcements, not subject to special discounts prior to primary and general elections, as stated in paragraph 1.

Candidates are required to pay by check (not cash). Cashiers checks are not acceptable. Payment must be made in full before advertising begins.

Copies of all ads for candidates and /or issues must be supplied to WKSK for our public inspection file. Our file is open to the public and must contain a copy of each candidate's or committee's financial agreement with the radio station, as well as copies of the commercial and on air schedule. Those permitted to represent a candidate must furnish WKSK a properly signed document stating their authority. A copy is given to the station.

WKSK employees are permitted to announce a disclaimer for a candidate who wishes to record his/her announcement. The candidate must allow sufficient time at the end of his/her announcement to insert the disclaimer (usually 2-3 seconds). A 15 second commercial must end in 15 seconds with disclaimer inclusive. The same rule applies to 30 and 60 second announcements. No other lengths of commercials or programming are sold. Third party announcements, endorsing a candidate or political issue, are not permitted.

All political announcements are run on our 1/3 Total Audience Plan. For example, 9 commercials would be aired (3) from 6-10am, (3) from 10am to 3pm, and (3) from 3-7pm.

WKSK permits a maximum of (12) commercials for any candidate or issue per day. The (12) may be a mixture of lengths, but never exceeding this maximum.

Jan R. Caddell

President/General Manager