



**CUMULUS MEDIA – BLACKSBURG/NEW RIVER VALLEY, VIRGINIA
WPSK-FM/WBRW-FM/WNMX-FM/WWBU-FM/WFNR-AM/WRAD-AM**

POLITICAL DISCLOSURE STATEMENT

WPSK/WBRW/WNMX/WWBU/WFNR/WRAD 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 both commercial and political advertising time sold on **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** are arrived at on an individually negotiated basis. Individually negotiated spot packages are equally available for purchase by political candidates. Negotiated buys may, for example, include spots in a number of different rotations or day-parts and combinations of different classes of spots. A description of various classes of advertising time offered to commercial advertisers is provided below. Rates for most classes of time vary on a daily, and/or weekly basis, based upon supply and demand. During the 45 day period before a caucus, primary or primary run-off election and the 60 day period prior to a general election, the ultimate charge provided to eligible political candidates purchasing spots for "uses" - that is, spots purchased on behalf of a candidate containing a positive appearance by a candidate in which the candidate's voice is readily identifiable --will in no event exceed the lowest price paid by any other advertiser for spots of the same class and length and for the same daypart or rotation which actually run during the same rate period as the political spots. A legally qualified Federal candidate will be eligible to receive the lowest unit rate only if the candidate provides to **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD**, the 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 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 lowest unit rate policies do not apply to "soft money" announcements (announcements not endorsed or sponsored by the candidate but rather by a third party) or for any form of "issue" advertising.

In accordance with FCC rules, eligible candidates will receive all discount privileges available to commercial advertisers, and will be provided with rebates for any overcharges, before the election when possible. The lowest or comparable rates for specific classes of time and rotations in which a candidate is interested will be provided upon request to **Cindy Rollison at Cumulus Media [WPSK/WBRW/WNMX/WWBU/WFNR/WRAD], 7080 Lee Highway, Radford, VA 24141, telephone: (540-) 731-6001**. The precise lowest unit rate may not be determined until after particular spots have aired. Lowest unit rates provided to eligible candidates in advance represent the station's best good faith estimate of such rates, although the final rates may vary, in which event rebates will be provided if appropriate.

WPSK/WBRW/WNMX/WWBU/WFNR/WRAD sells time for the following dayparts and rotations:

Monday-Friday 6:00 a.m. - 10:00 a.m.
Monday-Friday 10:00 a.m. - 3:00 p.m.
Monday-Friday 3:00 p.m. - 7:00 p.m.
Monday-Friday 7:00 p.m. - 12:00 midnight
Saturday 6:00 a.m. - 10:00 a.m.
Saturday 10:00 a.m. - 3:00 p.m.
Saturday 3:00 p.m. - 7:00 p.m.
Saturday 7:00 p.m. - 12:00 midnight
Sunday 6:00 a.m. - 10:00 a.m.
Sunday 10:00 a.m. - 3:00 p.m.
Sunday 3:00 p.m. - 7:00 p.m.
Sunday 7:00 p.m. - 12:00 midnight

WPSK/WBRW/WNMX/WWBU/WFNR/WRAD will also negotiate rotations other than those listed above, including narrower dayparts, based on the request of the advertiser. Advertisers may also purchase spots within particular programs. Rates for these day-parts and for particular programs are subject to change on a daily basis, based upon supply and demand. During lowest unit charge periods, political candidates will be provided with the lowest rates for spots for the specific dayparts and rotations in which candidates express interest. At other times, candidates will be provided with rates comparable to those received by commercial advertisers for spots for rotations and dayparts in which candidates express interest. Because rates for these spots change frequently, candidates should contact us to receive the current rates when placing a buy. During lowest unit rate periods,

WPSK/WBRW/WNMX/WWBU/WFNR/WRAD will not preempt eligible political spots except in cases of unforeseen program changes or technical interruptions. At other times, candidates will receive treatment comparable to that received by commercial advertisers with respect to preemption.

1. Immediately Preemptible Spots Aired During Specific Rotations. These spots are not guaranteed to run, and may be preempted with notice. These spots are sold to commercial advertisers with the understanding that they will run, unless the station sells out its inventory in a particular rotation or day-part. Accordingly, the probability of clearance varies constantly based on supply and demand. Whether a spot will be preempted depends on the price of a spot, length of a flight, and make-up of the schedule purchased.

WPSK/WBRW/WNMX/WWBU/WFNR/WRAD does sell immediately preemptible spots with notice to commercial advertisers, or political candidates.

2. Nonpreemptible Spots. Commercial clients often refer to this class of time as the "fixed rate." Candidates may purchase spots at these rates and be guaranteed that the commercials will air as ordered except for technical problems reasonably outside the control of **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** (machine failures, power outages, sports over-runs, etc.) or acts of God. **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** reserves the right to raise its rates for nonpreemptible spots for commercial advertisers as market demand dictates, but rates for nonpreemptible spots will not be raised for eligible political candidates during the lowest unit rate period.

3. ROS (Run-Of-Schedule Spots). ROS spots are scheduled after all other spots have been scheduled to run during the rotation identified. ROS spots are not guaranteed to run in any particular daypart. We offer ROS spots in a variety of rotations, including: Monday-Sunday 6:00 a.m. to 12:00 midnight. They are scheduled by computer, based on the station's avails. They are the first paid spots to be pre-empted and have approximately a **50 to 70** percent chance of clearing. During lowest unit charge periods, eligible political candidates will be provided with lowest rates for ROS spots for the rotation in which the candidates express interest. At other times, candidates may purchase ROS spots at rates comparable to those received by commercial advertisers and will receive treatment comparable to such advertisers with respect to preemption. **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** attempts to provide make-goods for ROS spots, but due to inventory constraints, cannot guarantee that such spots can be made good. Lowest unit and comparable rates for ROS spots will be provided upon request.

4. Package Plans. **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** offers individually negotiated packages that may include, for example, combinations of spots in various dayparts, bonus and discount overnight and/or ROS spots. Sponsorship packages which would imply relationship between the station and a candidate are not available to political candidates. In addition, non-cash incentives of *de minimis* value or which would imply a relationship between the station and a candidate, which may be available in some package plans, are not available to candidates. All other packages that are made available to commercial advertisers are available to political candidates. However, the lowest unit rate for all dayparts and rotations 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 lowest unit charge periods regardless of whether they buy an entire package.

5. Make-Goods. **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** 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 station's 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.

6. Newscasts. As provided by the FCC, sponsorships of **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** newscasts are not available to political candidates.

7. Available Spot Lengths. Typically, **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** sells 30-second and 60-second spots. There is rate distinction made between 30-second and 60-second spots. Prices for spots of lengths other than 30- and 60-seconds may be individually negotiated.

8. Sponsorship Identification. All spots must comply with the sponsorship identification requirements of Section 317 of the Communications Act and Section 311 of BCRA. If use spots do not contain the identification required under the Communications Act, we reserve the right to add appropriate identification and to bill the candidate for any production costs incurred by the station.

9. Rebates. If we sell advertising time to a eligible political candidate for a "use" during the prescribed "lowest unit rate" periods for a particular amount and class of time at a rate in excess of the rate charged another advertiser for the same amount and class of time in the same time period which clears as scheduled, the Station will afford the candidate the benefit of the lower rate by means of a rebate, a credit against future purchases, or a refund of the difference, as determined by the candidate. No adjustments will be made for purchases not subject to the "lowest unit rate" requirements.

10. Value Added Features. If scheduled during the prescribed lowest unit rate periods, eligible political candidates may purchase spots with value-added elements in conjunction with air time on the same terms as offered to commercial advertisers, including non-cash promotional incentives, unless the nature of the promotional incentive is *de minimis* (such as coffee mugs or other give away items) or might imply an endorsement by or other relationship with the station, in which case such promotional features are not available to political candidates. "Billboard" or program sponsorship arrangements are not available to political advertisers. Details will be provided upon request.

11. Audience Delivery. At the request of some commercial advertisers, we sell time on the basis of Arbitron audience evaluations. Because any bonus spots necessary to provide additional audience delivery may not be determined with certainty by the end of any election period, requests to purchase time on this basis on behalf of a legally qualified candidate must be directed to the General Sales Manager.

12. Credit Practices. We require 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 check, credit card (Visa, MasterCard or American Express), 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 **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** no later than 48 hours prior to air date.

13. Receipt of Materials. All tapes must be received by the **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** Traffic Department no later than 24 hours prior to air date. Tapes for schedules commencing on Saturday, Sunday or Monday must be received no later than noon on the Friday prior to air date. **WPSK/WBRW/WNMX/WWBU/WFNR/WRAD** cannot guarantee make-goods for schedules which do not air due to a delay in receipt of tapes.

14. Candidate Certification: If the advertisement, which qualifies as a "use," refers to an opposing candidate it must include at the end:

- An audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast.

15. Sponsorship Identification: If an announcement advocating the election or defeat of a federal 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 him or herself, (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 is not produced or authorized by a federal candidate (or the candidate's authorized committee), it must include:

- An audio statement disclosing that no federal candidate authorizes the announcement.

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.