

## **WDAF-TV, Kansas City Disclosure Statement Regarding Political Rates**

The following practices apply to purchases of advertising time for “use” by legally qualified candidates for public office. A political advertisement or program involves a “use” if it includes the recognizable voice or image of the candidate. In order to qualify for this treatment, candidates or their representatives may be asked to demonstrate that they are legally qualified. This Disclosure Statement is provided for general information and is not intended to be a part of any advertising sales contract, which is governed by applicable law and its own terms. Practices described herein are subject to change at WDAF’s discretion, to the extent permitted by law. Any changes in station procedures will be outlined in subsequent disclosure statements.

WDAF affords reasonable access of its facilities to legally qualified candidates for federal office by permitting the purchase of commercial time by candidates and/or their authorized representatives. There are no predetermined limits on the amount of time a federal candidate may purchase; rather, in determining what constitutes “reasonable” access, the station considers factors such as: (1) the candidate’s stated needs, (2) the amount of time the candidate already has purchased, (3) potential equal opportunities requests by the candidate’s opponents, (4) the total number of legally-qualified candidates in the race that are likely to seek and buy advertising time, (5) the overall demand for political advertising and (6) potential programming disruption.

Consistent with applicable law, WDAF reserves the right to determine which, if any, non-federal races it will offer to sell advertising time, how much it will sell and during which programs and dayparts time will be sold. WDAF’s sales management and political specialist can advise as to current station practices in this regard at any particular time.

WDAF’s rates for commercial availabilities change from time to time in response to market conditions, usually on a weekly basis, but sometimes as frequently as from day to day. Revised rates are made available each week, and WDAF’s sales management and political sales specialist can quote current rate information on request. Rates for orders placed beyond the current week are subject to change on a weekly basis, and candidates will be so informed on a weekly basis.

WDAF negotiates rates on an individual basis with all of its advertisers. Depending upon their needs and station availabilities, WDAF’s Account Executives develop rates and packages for each advertiser. Subject to the limitations discussed above, WDAF will offer the benefit for the lowest negotiated rates in each program, class of time, time period, day-part and/or rotation to legally-qualified political candidates and their representatives during the 45 days prior to primary elections and the 60 days prior to general elections. During this time, it is WDAF’s intention that no commercial advertiser will be charged less than the rates charged to political advertisers for the same day rotation, class of time, time period, or program, as the case may be. Projected rates quoted by WDAF sales management and political sales specialist to candidates and their representatives reflect the value of any and all discounts that may be offered to commercial

advertisers. However, if it is subsequently determined that a commercial advertiser paid a lower rate than a candidate for the same rotation, class of time, time period or program, a make-good spot, rebate or credit in the amount of the difference will be offered to the candidate as soon as practically possible after this is discovered. Pursuant to the Bipartisan Campaign Reform Act of 2002, in order to qualify for political rates, as described above, federal candidates must certify in writing that either (1) their commercials do not refer to other candidates for the same office or (2) there is a clearly identifiable photograph or other likeness of the candidate with a textual statement naming the candidate, stating that the candidate approved of the commercial and that the candidate or his or her authorized committee paid for the commercial.

Outside of the 45 and 60-day periods described above, WDAF sells commercial time to legally qualified candidates for public office at rates comparable to those at which it sells time to commercial advertisers. All other terms of sale are described herein.

The Station defines its classes of time as follows:

Level 1 Maximum Protection from Pre-emptability:

These spots will clear, typically at 90% or better; absent unforeseen circumstances, such as technical difficulties or program changes. These spots may only be pre-empted by another Level 1 Advertiser willing to pay a higher rate according to WDAF's usual business practices. Because WDAF has a limited number of commercial avails, even Level 1 time may be sold out. In this case, WDAF will endeavor to locate a comparable area for placement of a candidate's time.

Level 2 Pre-emptible with 2 day notice and with a make-good offered:

These spots **may** be preempted in favor of other advertisements with notice to advertiser. We believe, in our best good faith assessment, that advertisements purchased at this rate level have a 70% or better chance of airing, and must be purchased *more than 72* hours before they are to air.

Level 3 Pre-emptible with 1 day notice and with a make-good offered:

These spots **may** be preempted in favor of other advertisements with notice to advertiser. We believe, in our best good faith assessment, that advertisements purchased at this rate level have a 50% or better chance of airing, and must be purchased *more than 72* hours before they are to air.

Level 4 Immediately Pre-emptible with no notice:

These spots may be pre-empted in favor of other advertisements. We believe, in our best good faith assessment that advertisements purchased at this rate level have a less than 25% chance of airing.

A make-good is not guaranteed at this rate level.

Run of Schedule (ROS): The station sells spots in broad rotations, typically during daytime and weekends. Although the Stations attempts to disperse the spots ordered randomly throughout a

rotation, the station retains discretion as to precisely when during a rotation a spot will be broadcast. The station's political sales representative(s) will discuss rotations on request.

WDAF sells political advertising through 7pm on Election Day.

WDAF sells spots in broad rotations across days of the week, time periods and/or day-parts. Although an attempt is made to disperse the spots ordered randomly throughout the rotation, WDAF retains discretion as to when during the rotation a spot will be broadcast. Consistent with applicable law, the station does not offer direct-response or per-inquiry advertising to political candidates.

WDAF often negotiates packages of spots in various day-parts. These packages are individually negotiated, depending upon the advertiser's requirements. Political advertisers receive the benefit of such negotiated package rates on a per-spot basis.

The Station will use their best efforts to provide "makegood" spots prior to the election for candidate "use" spots that are preempted by other spots or due to technical problems in accordance with the class of time purchased. Although the Station's policy is to endeavor to offer all candidates makegoods before the election, we cannot guarantee to any advertiser that the makegoods can be provided in the specific program, time period, or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer makegood of equivalent value (if offered for the class of time purchased). If these are not acceptable to the advertiser, the Station will provide credits or refunds for pre-empted spots.

On occasion, WDAF negotiates a commercial including a mutually agreed-upon percentage of total ratings points. Should WDAF fail to meet the agreed-upon rating point percentage, make-good spots for audience deficiency are afforded based on available inventory, but neither necessarily in the same programs or day-parts, nor on a time-sensitive basis. No audience guarantees, with any advertiser, are firm until they have been fully negotiated (including the terms of posting) and specifically agreed to by the station, in advance. WDAF's provision of ratings information to any advertiser does not, standing alone, constitute a guarantee that audience levels will be reached. Candidates may negotiate with respect to audience delivery and appropriate compensation on the same basis as commercial advertisers.

WDAF requires cash in advance (in the form of cash, wire transfer or guaranteed check) at least forty-eight hours before the start of all political schedules, unless payment is guaranteed by an advertising agency with a credit history known to and acceptable to the station. No schedule will commence until sufficiency of funds is verified. All political advertisers must provide complete information concerning the entity or individual who is paying for the advertisement, including

the identity of its chief executive officers or members of its executive committee or board of directors. Candidates must provide the name of the treasurer of their authorized committees.

WDAF reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured, the candidate will be advised as soon as practicable and an appropriate refund will be issued.

No new orders or copy changes, political or commercial, are accepted outside of regular business hours, Monday through Friday, 8:30am through 5:30pm.

Advertisers must submit new copy and/or changes in accordance with the following schedule:

<b>For an Order Starting</b>	<b>ORDER DEADLINE</b>	<b>COPY DEADLINE</b>
Sunday/Monday	Friday 11am	Friday 2pm
Tuesday	Monday 11am	Monday 2pm
Wednesday	Tuesday 11am	Tuesday 2pm
Thursday	Wednesday 11am	Wednesday 2pm
Friday/Saturday	Thursday 11am	Thursday 2pm

Notes:

Check must be received at least 48 hours before start of schedule.

Spot to be fed via Extreme Reach or an FTP file.

All political announcements and programs must include a sponsorship identification announcement which fully and accurately identifies the organization or individual which has paid for the commercial, using the terms “paid for by” or “sponsored by.” If an announcement or program does not include the required sponsorship identification, WDAF will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers. WDAF expects all federal candidates to comply with the requirements of the Bipartisan Campaign Reform Act of 2002. These requirements include new sponsorship identification requirements. It is the responsibility of the candidate, and not the station, to ensure that each candidate ad complies with applicable federal requirements. For a federal candidate to receive lowest unit charge, all advertisements that refer to opposing candidates must include a personal audio statement by the candidate that identifies the candidate, the office the candidate is seeking, and indicates that the candidate has approved the broadcast.

The attached rate guide quotes rates for thirty-second avails. WDAF's sales management and political sales specialist will quote rates for spots of various lengths, including program-length commercials to legally-qualified candidates for public office and their representatives on request.

WDAF maintains an online public inspection file at [Fox4kc.com](http://Fox4kc.com) which includes certain required information concerning political advertising. This file is available for public inspection at anytime.

Please contact Kim Stripling, Administrative Assistant to the VP/General Manager at (816) 932-9131 if you have any questions or would like additional information concerning the political advertising policies or rates of the station.