

# **WNKY**

## **POLITICAL DISCLOSURE STATEMENT**

Spring 2015

Thank you for your interest in purchasing political advertising on WNKY. It is our desire to furnish you complete information concerning our various advertising rates, policies, plans and packages and to assist you in making an informed decision concerning the purchase of advertising on our Station. This Disclosure Statement was prepared and is being provided to you for that purpose.

### **Section 1**

#### **EQUAL OPPORTUNITY**

The station will afford “equal opportunity” within the meaning of the regulations of the Federal Communications Commission (FCC) to all legally qualified candidates for the same office that make valid requests.

### **Section 2**

#### **THE LOWEST UNIT CHARGE**

During the forty-five (45) day period prior to a primary election and the sixty (60) day period prior to a general election (each of which is referred to as the “lowest unit charge period”), the ultimate charge provided to political candidates purchasing spots for “uses”, that is, spots purchased on behalf of a legally qualified candidate containing a positive appearance by a candidate in which the candidate is readily identifiable—will in no event exceed the lowest price paid by the Station’s most favored commercial advertiser for purchase of the same class and amount of time for the same period.

A candidate is considered to be “legally qualified” if the candidate satisfies the requirements established for that purpose by the FCC.

Advertising that (1) does not include an appearance by the candidate in which the candidate is identified or is identifiable and (2) which is not scheduled to be broadcast during the “lowest unit charge” periods does not constitute a “use” within the meaning of the law. Such advertising does not qualify for the “lowest unit charge.”

Outside the “lowest unit charge” periods, WNKY will extend to political candidates rates that are comparable to those of our commercial advertisers during the same period of

time. The rates charged are a function of several factors including supply and demand and market conditions. Please inquire should you need a quote for rates outside of the political window.

### **Section 3**

#### **REASONABLE ACCESS BY FEDERAL CANDIDATES**

Federal law affords candidates for federal office “reasonable access” to “use” a broadcast station’s facilities. We will afford “legally qualified” federal candidates, i.e. candidates for President, Vice President, U.S. Senate and U.S. House of Representatives, “reasonable access” for the “use” of our facilities.

### **Section 4**

#### **ACCESS BY NON-FEDERAL CANDIDATES**

Candidates for state and local office will be afforded access to the Station’s facilities subject to the time demands of federal candidates and our overall advertising availabilities. The Station may find it necessary not to accept or to limit the amount and class of advertising by certain candidates for state and local offices.

### **Section 5**

#### **HOW OUR ADVERTISING IS SOLD**

Our advertising rates are negotiated and established on an individual basis with each advertiser, and the rates vary depending on the class of time, overall market conditions and advertiser demand at the time the order is placed. These demand-driven rates will be extended to all political candidates to whom we sell advertising.

We offer to advertisers the following classes of time: (A) Non-Preemptible; (B) Preemptible: Two Weeks Notice (C) Immediately Preemptible.

A. **Non-Preemptible:** These announcements are broadcast at an agreed upon specified time or within a specific program. These announcements will not be preempted by an advertiser offering a higher rate. Note: State and local candidates purchasing Non-Preemptible time may be preempted by federal candidates purchasing the same time period and class of time, but are not preemptible by any other class of advertising including other local and state candidates.



In the unlikely event that there is no other means to meet equal opportunity or reasonable access obligations to another federal candidate, a given federal candidate purchasing spots in this class of time may experience very isolated preemptions. Prior notice and appropriate makegoods will be provided in these isolated instances.

B. **Preemptible: Two Weeks Notice:** These announcements are scheduled to air in a specific program or within a specified time parameter. Preemptible: Two Weeks Notice announcements are superior in terms of preemption and makegoods to Immediately Preemptible announcements, but subordinate to Non-Preemptible Announcements. Preemptible: Two Weeks Notice announcements may be preempted by Non-Preemptible Announcements until two weeks before their scheduled air date. At current selling levels we estimate that this class of time will be preempted approximately ten to twenty five percent (10-20%) of the time. WNKY will make a good faith effort to offer a comparable makegood if an announcement is preempted. If we are unable to offer a suitable makegood, any monies paid in advance will be returned. The likelihood of preemption is a function of a number of factors including supply and demand. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.

C. **Immediately Preemptible:** These announcements are scheduled to air in a specific program or within a specified time parameter or on a broad rotational basis and may be preempted at any time if another advertiser desires to buy the time by paying a higher price. These announcements carry the risk of preemption by all classes of time sold by the station, and consequently, are the least expensive of all classes of time offered by the station. At current selling levels, we estimate that this class of announcements will be preempted approximately twenty five to forty percent (20-30%) of the time. No prior notice of preemption will be given nor will any makegood be offered. The likelihood of preemption is a function of a number of factors including supply and demand. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed. For any monies paid in advance that do not run, a rebate or credit will be issued, as the advertiser may elect.

## **Section 6**

### **TIME UNITS AVAILABLE**

We generally sell spot advertising time to candidates in: 30 and: 60 second units. Although we do not routinely sell time in units of more than: 60 seconds duration, requests by political candidates to purchase longer form program time will be evaluated on a case-by-case basis. We request that you inquire of us if you are interested in purchasing longer form program time, and we will review with you the availabilities and rates that would be applicable both outside and within the "lowest unit charge" periods.

Natural 10 and 15 second announcements are available in a very limited supply in limited program areas. Spots scheduled in positions other than these natural 10 and 15 second avails will be immediately preemptible by spots of longer length.

Federal candidates will be afforded "reasonable access" to all time units, and all candidates for the same office will be assured "equal opportunity" in the placement, purchase and amount of time.

## **Section 7**

### **CURRENT LOWEST UNIT CHARGE RATE**

The rates listed in the attached rate guide constitute, as of the current date, an estimate of the "lowest unit charge" rates for the various classes and units of time in the same time periods as described earlier. These rates apply during the forty-five (45) day and sixty (60) day "lowest unit charge" periods prior to each election. Again, political advertisers should be aware that because our rates are negotiated with each advertiser and rise and fall based upon overall advertiser demand, these rates are subject to change. Moreover, it is not always possible to determine the "lowest unit charge" for any given week until all advertising for that week has been broadcast. Where appropriate, credit or rebates, as the advertiser may elect, will be issued.

## **Section 8**

### **NON-CASH MERCHANDISING AND PROMOTIONAL ADVERTISER INCENTIVES**

WNKY may sometimes offer various non-cash merchandising and promotion incentives to commercial advertisers. There are two instances where these incentives are not available to political advertisers: (1) where the value of such merchandise is de minimus or (2) where the non-cash incentive plans or promotion reasonably imply a relationship between the station and the advertiser. In the event that WNKY has offered any commercial advertiser any non-cash merchandising or promotional incentive that would apply to a political candidate, it will be listed in an attachment to the rate card.



## **Section 9**

### **AUDIENCE DELIVERY**

WNKY-TV, IS NO LONGER A NIELSEN SUBSCRIBER, THEREFORE ALL RATINGS ESTIMATES, AND POSTING, ETC. WILL NO LONGER BE GUARANTEED OR PROVIDED TO AGENCY BY STATION.

## **Section 10**

### **POLITICAL ADVERTISING DURING NEWS PROGRAMS**

We accept political advertisements within and adjacent to news programming.

## **Section 11**

### **SPONSORSHIP IDENTIFICATION**

All political advertisements must fulfill sponsorship identification requirements established by the FCC. The identification must state that the broadcast is "sponsored, paid for or furnished by" the identified person on whose behalf the advertising is purchased. All television ads must contain a visual identification in letters equal to or greater than four percent (4%) of the vertical picture height (i.e. no less than 20 scan lines) for a period of not less than (4) seconds. Should a candidate's ad not be submitted in sufficient time for pre-airing review or not contain the proper identification, the station will add the required material within the announcement. This may result in the content of the advertisement being truncated.

## **Section 12**

### **BROADCAST OF POLITICAL ADS ON ELECTION DAY**

WNKY will air political advertisements on Election Day until the polls close.

## **Section 13**

### **ORDERING DEADLINES**

**FOR SPOTS ON:**

**ORDER DEADLINE**

Monday Log	Thursday 5PM
Tuesday Log	Friday 5PM
Wednesday Log	Monday 5PM
Thursday Log	Tuesday 12PM
Friday Log	Tuesday 5PM
Saturday Log	Wednesday 12PM
Sunday Log	Wednesday 5PM

#### **Section 14**

#### **PAYMENT AND CREDIT POLICY**

The station requires political advertisers to pay for advertising by check or cash at least one full working day prior to broadcast. Please enclose the NAB request form with corresponding broadcast dates with payment. WNKY must be in receipt of pre-payment and all necessary documentation at least one full working day prior to broadcast. All time charges to political candidates during "lowest unit charge" periods are net agency commission.