

The laws governing political advertising on broadcast stations are complex. It is the intention of CRISTA Media to provide this policy as guidelines for political advertising on our radio stations. To the extent permitted by law, CRISTA Media reserves the right to modify this policy at any time. This policy is provided for general information and is not intended to be a part of an advertising contract.

CRISTA Media complies with the federal laws in selling time to candidates for political office. We provide reasonable access to station facilities for all legally qualified federal candidates. However, we reserve the right to determine the non-federal electoral races for which advertising time will be made available. Once time is sold to a federal or non-federal candidate, equal opportunity rights are afforded to all legally qualified opponents of that candidate.

With respect to advertising for ballot measures or political advertising sought by non-candidates, we reserve the right to determine the acceptance of such ad requests.

## **Definitions**

A legally qualified candidate is defined by the following criteria:

- ✓ Qualified to hold public office if elected
- ✓ Publicly announced candidacy
- ✓ Election is in station's coverage area
- ✓ Officially qualified for the ballot under State election law

A radio spot is considered "use" by a political candidate when it meets the following criteria:

- ✓ Candidate is a legally qualified candidate
- ✓ Candidate's voice appears in a reasonably identifiable manner (including sponsorship identification)
- ✓ Positive appearance (appearance of a candidate in an attack ad by an opponent is not a "use")

The following special benefits are available to legally qualified political candidates:

- ✓ Equal opportunities to access and purchase airtime
- ✓ No censorship of commercial content
- ✓ Lowest unit rate during specified pre-election windows

## **Lowest Unit Rate (LUR)**

LUR only applies during specified pre-election periods – 45 days for primary election and 60 days for general election. LUR is applicable only to "use" by *legally qualified candidates*. LUR does not apply to third-party political ads or ads purchased by independent entities to promote political candidates. For the ad to constitute a "use" and to qualify for LUR, please refer to the "use" definition above.

Enclosed is our political rate card showing the LUR of each class of time and by day-parts. The class of time is based on whether the ads are preemptible or non-preemptible. Since ad rates can fluctuate from time to time due to supply and demand, station's LUR could change. We will make every effort to adjust our political rates when there is a change to the LUR.

## **Advance copy**

Advance copy of political ad is due at least 48 hours before date of broadcast.

## **Advance Payment**

Political orders, whether direct from candidate or through a recognized advertising agency, are subject to CRISTA Media credit policies. Candidates who wish to apply for credit should allow ample time for processing credit application. Unless credit is extended, advance payments must be made at least seven (7) days prior to the first scheduled broadcast of the flight.

## **Charges for production**

CRISTA Media will make its production facilities available to candidates and their representatives upon request. Inquiries or requests concerning production time and facilities should be made through station account executive or production department. Production rates are charged based on station production studio rate card. Other charges may be incurred due to talent, music and equipment requirements.

## **Cancellation**

Station normally requires two-week cancellation notice. Cancellation of ad schedule for political candidates requires at least 48-hour notice.

## **Make Good Policy**

CRISTA radio stations will make every effort to provide “make-good” spots prior to the election for spots purchased by eligible political candidates that fail to air 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 that the make-goods can be provided during the day-part or rotation originally purchased. If that is not possible because of inventory constraints, the station will offer make-goods of equivalent value prior to election date. If these are not acceptable to an advertiser, the station will provide credits or refunds for the missed spots.

## **Digital Advertising**

For digital advertising, such as display ads on station website and internet streaming, your CRISTA station account executive will be happy to customize a digital advertising plan for you.

## **Sponsor identification**

All political spots must comply with the sponsorship identification requirements of Section 317 of the Communications Act and Section 311 of BCRA. The intent of the requirement is to make clear to listeners the identity of the sponsor of political ads.

Federal candidate (authorized by candidate or candidate’s committee; paid for by candidate or candidate’s committee)

- ✓ Name of candidate or committee
- ✓ Must say “paid for by”
- ✓ Sponsorship identification must be included within the length of purchased spot
- ✓ Must say that the spot is “authorized by” the candidate or committee
- ✓ If the spot includes mention of an opposing candidate, it must include a statement that identifies the candidate, the office sought, and that he or she has approved the spot

State or local candidate (authorized by candidate or candidate's committee; paid for by candidate or candidate's committee)

- ✓ Name of candidate or committee
- ✓ Must say "paid for by"
- ✓ Sponsorship identification must be included within the length of purchased spot

Third party for federal candidate (paid for by third party; NOT authorized by candidate or candidate's committee)

- ✓ Name of sponsor
- ✓ Must say either "sponsored by" or "paid for by"
- ✓ Sponsorship identification must be included within the length of purchased spot
- ✓ Must clearly state "no candidate or candidate committee has authorized this ad"
- ✓ Must include the full name and permanent street address, telephone number or web address of the person who paid for the spot
- ✓ Must include the following statement "(name of sponsor) is responsible for the content of this ad."

Third party for state and local candidate (paid for by third party; NOT authorized by candidate or candidate's committee)

- ✓ Name of sponsor
- ✓ Must say either "sponsored by" or "paid for by"
- ✓ Sponsorship identification must be included within the length of purchased spot
- ✓ Must clearly state "no candidate or candidate committee has authorized this ad"
- ✓ If the third party ad is paid for by a non-individual, other than a political party organization, the following statement must be included to disclose the "top five contributors" (names of the 5 persons or entities making the largest contributions in excess of \$700 during the 12 month period before the air date of the ad)

If a political ad does not contain the necessary sponsorship identification required under the Communications Act, CRISTA reserves the right to add appropriate sponsorship identification and to bill the candidate for any production costs incurred by the station.

### Classification of Time and Spot Length

The following is a table containing the classifications of time and spot length that are available for political advertising. For advertising rates, please see station rate card attached to this statement of policy.

<u>Class of Ads</u>	<u>Spot Lengths</u>	<u>Day-parts</u>
<b>Non Preemptible</b>	<b>:30</b>	<b>Monday-Friday 5:30-10am</b>
	<b>:60</b>	<b>Monday-Friday 10am-3pm</b>
		<b>Monday-Friday 3-8pm</b>
		<b>Monday-Friday 8pm-12 mid</b>
		<b>Saturday 6-10am</b>
		<b>Saturday/Sunday 10am-8pm</b>
		<b>Saturday/Sunday 8pm-12mid</b>
<b>Preemptible*</b>	<b>:30</b>	<b>Monday-Friday 6am-7pm</b>
	<b>:60</b>	<b>Monday-Friday 5am-10pm</b>
		<b>Monday-Sunday 5am-12mid</b>

\*Current likelihood of preemption for ads booked in the preemptible class is 70%. Likelihood can vary from time to time based on station sell out.

### Ballot Measures

Ads for ballot measures are subject to CRISTA Media commercial policies. LUR doesn't apply to ballot measure ads. Advertising rates for ballot measures are set by station based on supply and demand. Station reserves the right to reject or edit ballot measure ads. Advertiser of ballot measure is responsible to provide station with substantiation of claims made in the ad.

Sponsorship identification is required for ballot measure ads, which includes:

- ✓ Name of sponsor
- ✓ Must say either "sponsored by" or "paid for by"
- ✓ Must be included within the length of purchased spot
- ✓ Must include top 5 donors to the political committee putting out the ad

### **Political File**

- ✓ Available for public inspection, we keep a political file at station office containing records of all requests for broadcast time made by or on behalf of political candidates and committees. The file includes the name and contact information of the person or entity purchasing air time, a schedule of the advertising, and the rates charged for the schedule. The file also contains whether the request to purchase air time is accepted or rejected by station. Political files are maintained for a period of two years.

(January 2016)