

POLITICAL ADVERTISING DISCLOSURE STATEMENT

CORRIDOR TELEVISION

Station KCWX-TV

Effective: 1/16/16

**THESE RATE QUOTES ARE ACCURATE ONLY AS OF
THE DAY SPECIFIED ABOVE, POLITICAL RATES MAY
CHANGE THROUGHOUT ANY PRE-ELECTION PERIOD,
CHECK WITH THE STATION FOR UPDATED INFORMATION**

Rates available
ONLY
for authorized uses
by legally qualified candidates
in connection with their campaign

The attached rates are examples of the most commonly requested lengths, classes, and time periods provided by our Station. Other classes, lengths and time periods are available and can be provided upon request. The Station provides Reasonable Access to all legally qualified candidates for Federal elective office.

Corridor Television is committed to upholding all Federal regulations relating to political advertising. Station KCWX-TV endeavors to offer rates offered our most favored commercial advertisers and under the same conditions.

The lowest unit rate is available to all legally qualified political candidates between September 5, 2014 and November 4, 2014. As stated in the disclosures outlined in our "Classes of Time", the same preemption rules apply to candidates as well as commercial advertisers. KCWX-TV has one rate card, which is applicable to candidates as well as commercial advertisers.

It is our intent to accurately and responsibly provide service and truthful information relating to political advertising.

The following are the practices of Station KCWX-TV regarding the sale of time to candidates for public office.

1. **Applicability:** These practices apply only to "uses", announcements that are controlled or approved by a legally qualified candidate for public office or the candidate's authorized campaign committee in which the candidate appears personally (by recognizable picture) and which promotes the candidate's campaign for election. These practices are not applicable to material provided by independent political action committees, to schedules not sponsored, controlled or approved by a legally qualified candidate or to non-candidate "issue" advertising.

POLITICAL ADVERTISING DISCLOSURE STATEMENT

Page 2

2. **Access:** All legally qualified Federal candidates are entitled to reasonable access to the Station's facilities for the purchase of time during an election campaign. While the Station retains the ultimate discretion to determine the amount and location of time sold to meet the needs of Federal candidates, the Station will consider any such requests for time and be available to make reasonable accommodations with respect to such requests for time and be available to make reasonable accommodations in light of all relevant circumstances applicable to the candidate and the Station. Although the Station is under no obligation to allow "reasonable access" to state or local candidates, the Station will consider any such requests for time for non-federal candidates. KCWX-TV will attempt to make reasonable accommodations for all candidates for non-federal offices, which the station deems to be of local importance. KCWX-TV reserves the right to establish weekly limits on the amount of time allocated for non-federal offices.

3. **Identification:** All announcements and programming must comply with the sponsorship identification requirements of Section 317 of the Communications Act, the policies of the FCC, and, with respect to Federal candidates, the Bipartisan Campaign Reform Act; the required sponsorship information must be visible for at least four seconds and appear in letters at least four percent of the vertical screen height. In the event a candidate produces a negative ad the sponsorship identification must, for no less than 4 seconds, have a full screen image of the candidate or a still picture taking up 80% of the screen's height. There must also be a clearly readable text identifying the sponsoring candidate, stating that the candidate has approved the ad, and that the candidate's campaign committee has paid for the ad. Failure to meet all proper sponsorship identification materials required by Federal law, KCWX-TV reserves the right to not run the ad.

4. **Orders:** Orders for political time will not be considered firm and accordingly will not be scheduled until all of the following have been received and satisfied:
 - a) Completed and signed Agreement for Political Candidates and acknowledgement of the receipt of this disclosure statement.

 - b) A "Stand By Your Ads" written certification stating that the candidate's ads will not make direct reference to another candidate for office unless it has the specified sponsorship identification outlined in #3 above.

POLITICAL ADVERTISING DISCLOSURE STATEMENT

Page 3

c) Net cash payment for candidate's schedule must be received by Station in advance of the first announcement scheduled in any contract. Announcements for independent political action committees or issue advertising must be paid in advance at the time orders are placed.

d) Where the purchase is made by a corporation, committee or association, a list of the entity's chief executive officers, members of the executive committee or the board of directors must be provided.

e) Where doubt exists, satisfactory proof that the candidate is "legally qualified", as that term is defined by the FCC.

f) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate and that the spot announcement or programming is approved, controlled or sponsored by the candidate or the candidate's authorized campaign committee.

g) Commercial facilities: spot announcement to be uploaded as per Station's FTP instructions, along with written instructions for the use, should be submitted to the Station as soon as possible to insure proper airing. All instructions must be in writing or accuracy cannot be insured. Announcement spots should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.

h) Deadlines for all commercial material, time orders, contract changes, and spot delivery for KCWX-TV is as follows:

3pm Friday for Sunday and Monday logs.

3pm Monday for Tuesday's Log.

3pm Tuesday for Wednesday's Log.

3pm Wednesday for Thursday's Log.

3pm Thursday for Friday and Saturday logs.

Revised deadlines prior to holidays will be issued as needed.

The failure of a political advertiser to fulfill all requirements in accordance with the above deadlines may result in pre-emption of some or all announcements or programs previously scheduled.

5. **Commercial Production:** Station facilities may be utilized for the production of political announcements or programs, subject to available production time. Rates are available upon request. Production charges are handled separate from time charges and net payment must be made upon completion of production sessions. No spots will air nor sharing of the ad until full payment is received.

POLITICAL ADVERTISING DISCLOSURE STATEMENT

Page 4

6. **Availabilities:**

a) Legally qualified candidates may purchase time on the basis of any "Class of Time" internally defined as Priorities set forth on the rate card, subject to availabilities. The base of availability is a :30 second announcement. Unless a contrary result is demanded by "equal opportunity" requirements, orders for the purchase of time made after 12 Noon on the Monday preceding Election Day may not be filled due to lack of availabilities.

b) The Station will place all orders as to day and time subject to availabilities. Due to potential "equal opportunity" obligations with respect to opposing candidates, certain time periods may be unavailable.

c) Requests for program time will be considered on an individual basis for Federal candidates ONLY. 30 minute time period requests cannot be offered in time periods where only 60 minute programs are broadcast.

The Station will endeavor to offer time periods where the requested program length is available on a normal basis. Odd length commercial requests (such as 5 minutes) cannot be considered. The Station cannot pre-empt a full length program normally broadcast to provide an odd length commercial.

7. **Rates:** KCWX-TV operates on a grid rate card. As demand on inventory increases, certain areas may experience periodic section level increases in order to clear. All announcements, except Priority 1, are subject to preemption. Preemption, as detailed below, is based first on Priority Level, then Rate and then an Order's Date Received.

Priority 1: This rate is fixed and non-pre-emptible. The only instance in which a Section 1 announcement will be preempted will be due to a program change. Candidate will be allowed the opportunity to remain in special programming at normal or special rate, if applicable.

Priority 2: Rate can only be pre-empted by Section 1 advertiser. Chance of pre-emption of Section 2 is 15% or less.

Priority 3: Immediately preemptible by Section 1 and Section 2 advertisers. Chance of preemption of Section 3 is 40% or less.

Priority 4: Immediately preemptible by Section 1, Section 2 and Section 3 advertisers. Chance of preemption of Section 4 is 55% or less.

POLITICAL ADVERTISING DISCLOSURE STATEMENT

Page 5

Priority 5: Immediately preemptible by Section 1, Section 2, Section 3 and Section 4 advertisers. Chance of pre-emption of Section 5 is greater than 75% or greater degree of preemptibility.

Note: These estimates do not address specific time periods, as to which chances of clearance can vary widely, and therefore do not necessarily furnish a reliable basis for projections as to any particular time period. On request the Station will provide current estimates before candidates select any particular "Class of Time" on the basis of probability of clearance. Prospects for clearance usually diminish as the election draws closer.

Spots that run in live sports are not guaranteed to run inside the event and may run in adjacent breaks.

The rate for :10 (50% of a :30) and :15 (60% of a :30) second announcements are like :30 rates and are preemptible by higher priced :10 & :15 second announcements, just like :30 announcements. These rates are available upon request. For non-Federal candidates:10 and :15 second announcements are available ONLY in areas where a natural availability exists. The rate for a :60 second announcement is 2x that of the applicable :30 second rate.

Priority 7: Broad Rotators – Preemptible by P1 through P5 rates. Time parameters, rates and rotations can be custom created upon request.

Priority 8: Direct Response - This Section is assigned to Direct Response orders, which means spots are placed in unsold inventory ONLY, in restricted time periods and on a log-by-log basis. Direct Response spots are instantly preemptible by all sections shown above, no make goods are offered and announcements that are not broadcast are credited. Chances of preemption should be considered as 100%. Rates and time period rotations are available upon request.

KCWX-TV is happy to further explain any questions regarding our preemption policy. The same practices apply to all commercials advertisers on a year round basis. Political candidates should be very clear on the possibility of preemption for each announcement on their schedule and what remedies are available. There are some advertisers KCWX-TV enters into an agreement containing audience guarantees. If any candidate is interested in such an agreement we will be happy to discuss with them. If we provide audience estimates to any candidate, it does not imply that we guarantee those estimates.

POLITICAL ADVERTISING DISCLOSURE STATEMENT

Page 6

8. **Bookends:** Occasionally advertisers make a request to purchase split commercials to form what is commonly known as “bookends”. This means putting one :15 second commercial as the first unit in a commercial break and another :15 second commercial as the last unit in the break. KCWX-TV attempts to accommodate these requests when and where available. Only one set of bookends is available within a single break. All subject to availability.
9. **Political Action Committee Advertising:** Depending on the demand for political candidate advertising during the Election Cycle, KCWX-TV may or may not accept advertising from Political Action Committees and Issue Advocacy groups. In all cases KCWX-TV will endeavor to follow the guidelines outlined in current law.
10. **Rebates:** In the event that the Station sells advertising time for a particular amount and class of time in a particular time period at a rate which is lower than the rate charged a candidate for a “use” (as defined above) of the same amount in the same class of time and in the same time period, the Station will afford the candidate the benefit of the lower rate by means of a rebate or a credit against future purchases as determined by the candidate.
11. **Make Goods:** KCWX-TV will use its best efforts to provide “make good” announcements prior to the election for candidates “use” announcements that are preempted due to technical difficulty or preempted by a higher priority defined by “Classes of Time”, as described under rates and priorities in item #7. Although the Station’s policy is to offer all candidates “make goods” before the election, it cannot guarantee to any advertiser, political or commercial, that all “make goods” will be provided in the same time period as originally purchased. KCWX-TV will offer “make goods” of equivalent value in the opinion of the Station. If the “make good” offers are not acceptable to the candidate, the Station will provide credits or refunds of the preempted announcements.
12. **Agency Discount:** KCWX-TV extends a 15% discount to recognized advertising agencies. If a legally qualified candidate for political office is not represented by an advertising agency, KCWX-TV will extend to the legally qualified political candidate a 15% discount in order to ensure that all candidates pay the same net amount to the station.

POLITICAL ADVERTISING DISCLOSURE STATEMENT

Page 7

13. **Public File Information:** KCWX-TV's public file is open to the public during regular business hours M-F 8:30am-5:30pm. Effective July 1, 2014, our political file information will be posted online. You can access that information at <https://stations.fcc.gov/>. The FCC does not require we give any information by any means other than by a personal visit to KCWX-TV to view our public file. Activity detail will require a visit to the station to view the public file or access the information online. We will do this only when requested and the information supplied will be what if any changes have occurred since the last request. We will not accept open ended requests such as "notify me of all future orders as they occur." If you want to know if there have been any changes since the last request, then you would have to make another request.

Corridor television is headquartered at:

**1402 West Avenue
Austin, Texas 78701
512-391-0641**

Station KCWX-TV and Public Files are located at:

**4440 S. Piedras Dr.
Suite 145
San Antonio, Texas 78228
210-736-1505**

Public files available online at: <https://stations.fcc.gov/station-profile/kcwx>

Station Contacts:

SALES-in San Antonio

David Walker – Director of Sales
Velma Garcia – Sales Manager
Josephine Shaw – Sales Assistant

BUSINESS OFFICE/ACCOUNTING – in Austin

Tara Russell – Business Manager

TRAFFIC-in Austin

Jennifer Harrison – Traffic Manager

PRODUCTION-in Austin

Dave Gray – Production Manager

ACKNOWLEDGEMENT OF POLITICAL BROADCASTING PRACTICES WITH CORRIDOR TELEVISION AND ON KCWX-TV

This will acknowledge receipt of KCWX-TV Political Advertising Time Terms, issued January 1, 2016.

I agree that all purchases of advertising time on KCWX-TV, which I make by or on behalf of legally qualified political candidates, will be subject to this Acknowledgement and the Political Advertising Time Terms of KCWX-TV.

I acknowledge that I have been fully informed concerning all classes of time that are available to advertisers, including every level of preemptibility; the chances of preemption for the various levels of preemptibility; KCWX-TV's lowest unit charge and related privileges for each class of time; a description of preemptible time based upon advertiser demand; and KCWX-TV's terms, with respect to orders, make goods, and under delivery.

I recognize the exclusive jurisdiction of the Federal Communication Commission (FCC) under the Communications Act of 1934, as amended (the Act), with respect to all disputes concerning purchases of advertising time by or on behalf of legally qualified political candidates, and "uses" of KCWX-TV facilities. I acknowledge that all such disputes will therefore be governed exclusively by the Act, the rules and policies of the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided by the Act. In order to ensure the material necessary so resolution of such disputes is maintained, any such complaint should be filed with the FCC promptly.

Candidate – I certify that all advertising purchases by me on KCWX-TV will be controlled, approved and sponsored by me, and further represent that I will immediately notify KCWX-TV of and specifically identify any advertisement not purchased by me which I control, approve or sponsor.

Agent – I am an agent acting on behalf of a candidate. I certify that I have made full disclosures to the candidate of the information provided to me by KCWX-TV concerning its political advertising terms, and, if not, that I have been specifically authorized by the candidate to purchase advertising time on KCWX-TV on his or her behalf without the need to make such full disclosure. I further represent that all advertising which I purchase on the candidates behalf will be controlled, approved or sponsored by the candidate. I further represent that I am authorized by all candidates on whose behalf, I purchase time to agree to the terms and conditions set forth herein.

By: _____

On Behalf of: _____

Date: _____