

WHUD POLITICAL DISCLOSURE STATEMENT 2016

The purpose of this Disclosure Statement is to make those parties who purchase political advertising fully aware of the conditions for advertising on WHUD-FM and the application of the “lowest unit charge” and the “comparable rate” provisions of Section 315 (b) of the Communications Act. The lowest unit charge apply, during the 45 days preceding a primary* or runoff election and the 60 days preceding a general** or special election, **only** to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy. The candidate must appear in the spot. They are **NOT** applicable to political parties, political action committees or to non-candidate issue advertising. The Federal Congressional primary period begins on May 14, 2016. The 45 day primary period in New York State begins July 30, 2016 for state and local races. The 60 day general election period begins September 9, 2016. To qualify for the rate during primary period, a candidate must be in a primary election.

WHUD-FM accepts political advertising as follows:

1. All federal candidates.

WHUD will consider (pending inventory availability) political advertising for:

1. All candidates for statewide office in New York. This applies to the races for Governor, Attorney General and Comptroller.
2. Candidates for countywide office in Westchester, Rockland, Putnam, Dutchess, Orange and Ulster Counties such as County Executive, County Clerk, County Sheriff or County Judge.
3. Candidates for Supreme Court Justice in the 9th Judicial District.
4. Will consider select local races depending on inventory, ie. Assembly, State Senate, Judgeships, Supervisor & Mayoral races.

Terms- WHUD-FM will provide reasonable access to commercial inventory. In case of inventory sell-outs, non-federal candidates can be denied access if their opponent is not on. Any candidate who is entitled to equal opportunities must make his or her demand within seven days of the first prior “use” by the competing candidate. Rates apply to all spots :60 sec. or less as indicated on the rate card. All WHUD rates are gross. Established agencies recognized as such by WHUD can deduct an agency commission. Custom placed commercials are guaranteed to air on the days and dayparts ordered. These spots may not be pre-empted in favor of any spot and will air as scheduled absent unforeseen program changes or technical difficulties. Should a spot not air, all efforts will be made to make it good or a refund will be given to the client. For special plans or packages, follow the rate card for scheduling parameters. Orders for political advertising will not be considered firm until a completed and signed Agreement For Political Candidates (NAB Form PB-16 or PB-17 or PB- 18) have been delivered and, if the candidate is without an established credit history, payment has been received prior to the start of the schedule. All spots must comply with the sponsorship identification requirements of the Communications Act and the rules of the FCC. The identification must state that the advertisement is “sponsored, paid for or furnished by” the identified sponsor.