

**2007/08 DISCLOSURE STATEMENT
REGARDING POLITICAL SALES PRACTICES
FOR Regent Broadcasting of Peoria, Inc. STATIONS**

STATION(S): WGLO-FM / WFYR-FM / WIXO-FM / WZPW-FM / WVLE-AM

POLITICAL ADVERTISING DISCLOSURE STATEMENT

EFFECTIVE ON AND AFTER 7/1/2007

The following practices apply to purchases of advertising time for “use” by legally qualified candidates for public office. In order to qualify for this treatment, candidates or their representatives are required to demonstrate that they are legally qualified. This Disclosure Statement is provided for general information as required by the rules and regulations of the Federal Communications Commission (“FCC”), 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 the Station’s discretion, to the extent permitted by law.

Legally qualified federal candidates are entitled to purchase time on the Station during their election campaigns. The Station will consider all requests for such time and will make reasonable accommodations to meet such requests. Although a federal candidate has the right to “reasonable access” to the facilities of the Station for the airing of political advertisements, the Station retains the right to limit the amount of time sold to a candidate and has ultimate discretion with respect to the placement of political advertisements. The Station will grant access to specified state and local candidates based, in the station’s sole discretion, on the public interest in the election and inventory. For a determination as to whether the Station will make time available for sale for certain local or state races, see Station Contact below.

During the 45 days preceding the 2008 Illinois primary election (February 5th, 2008) and the 60 days before the 2008 Illinois general election (November 4th, 2008), the Station charges candidates in the respective elections the “lowest unit charge” for an advertisement if the advertisement constitutes a “use” of the Station’s facilities, as defined by the FCC. During any time outside of the 45-day and 60-day periods, the charges for political advertisements constituting a “use” are set so as to be no higher than those charged other advertisers for comparable use of the Station’s facilities. Any political advertisement that is not a “use,” including any advertisement purchased by a non-candidate or any advertisement dealing with non-candidate ballot issues, is sold at prevailing commercial rates. If a political advertisement constitutes a use, the Station will provide opposing candidates with “equal opportunities,” as established by federal law, to use the facilities of the Station. No candidate will be offered the station’s lowest unit charge unless the candidate provides the station with certification that the candidate will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with §315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002.

The terms and conditions applicable to political advertising on the Station are as follows:

1. Rates. The Station sells thirty & sixty second spots from 6AM to 6AM as reflected on the attached rate card. Regent does not distinguish between rates for thirty and sixty second spots. Most rates for both commercial and political advertising time sold on the Station are arrived at on an individually negotiated basis. Individually negotiated spot packages are equally available for purchase by political candidates. Negotiated buys may, for example, include spots in a number of different rotations or dayparts and combinations of different classes of spots. Rates for most classes of time vary on a **weekly** basis, based on supply and demand. The classes of advertising time offered to commercial advertisers are:
 - a. Spots Aired During Specific Rotations
 - b. Fixed-Position Spots
2. Identification. All ads must comply with the identification requirements of §317 of the Communications Act. The Station reserves the right to insert such identification into any advertisement that fails to include the requisite identification even if the insertion of the identification causes a portion of the advertisement to be deleted. For a candidate to receive the lowest unit charge for the class of time purchased candidates must abide by the **Communications Act of 1934, Section 315** and the Bipartisan Campaign Reform Act (BCRA) of 2002. **All political candidates seeking the Lowest Unit Charge (LUC) political rates must comply with the following to qualify: broadcast ad must contain a statement read by the candidate which identifies the candidate, states that the candidate has approved the broadcast, and states that the candidate or the candidate's authorized committee had paid for the broadcast.**
3. Credit. Cash payment at least 3 businesses day in advance is required unless the order is being placed by an agent or other entity with approved credit with the station. This agent or entity must accept full responsibility for all air time and production charges. See attached credit terms.
4. Political Agreement. A signed Agreement Form for Political Broadcasts (PB-16) must accompany any broadcast time order. This form must list the directors or officers of the political entity purchasing the time.
5. Proof of Candidacy. The Station, at its option, may require the candidate to produce proof that he/she is a legally qualified candidate.
6. Notice and Weekend Access. Political Broadcast contracts must be placed at least 3 business days in advance of start. Copy changes or cancellations require 1 business day notice. Commercials and written instructions must be delivered to the station in advance of the scheduled air date. Deadlines for contract changes and commercial materials are:
**12noon Friday for Saturday, Sunday or Monday's Log • 1pm Monday for Tuesday's Log
1pm Tuesday for Wednesday's Log • 1pm Wednesday for Thursday's Log • 1pm
Thursday for Friday's Log**

7. **Production Facilities.** The Station's production facilities reasonably will be available to produce commercials for political advertisers on the same terms as provided to commercial advertisers, by scheduling studio time in advance. On-air personalities may not voice political spots.
8. **Schedules.** Although the rates charged by the Station are based upon the use of 60-second spots, the Station will also reasonably try to accommodate requests for advertisements of non-standard lengths.
9. **Make Good Policy.** In the event of a missed spot, the Station will make good in the same daypart within 3 days. If time prohibits making the spot good, (e.g., missed on last day before election) the Station will refund the cost of the missed spot to the purchasing entity within 10 working days.
10. **Election Day Orders.** Political advertising will be accepted for election day, depending on available inventory.
11. **Rebates.** If a new lowest unit charge is established after a political advertiser's purchase has been made or run, the Station will rebate the overcharge to the political advertiser within 10 days or will credit the overcharge to the candidate's future time purchases, as the candidate directs.
12. **Local Public Inspection File.** The rules and regulations of the FCC require that each station maintain and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of a candidate for public office, together with an appropriate notation showing the disposition made by the licensee of the requests, including whether such requests were granted and the amount charged. The disposition also includes the schedule of time purchased when the spots aired, the rates charged, and the classes of time purchased. Whenever free time is provided to a candidate, a record of the free time provided is placed in the local public inspection file. This information is retained in the Station's local public inspection file for two years. The local public inspection file for the Station is maintained at the Station's studios at **Regent Broadcasting of Peoria, Inc., 120 Eaton St., Peoria, IL 61603**. Any member of the public, including opposing candidates, is entitled to inspect the materials placed in these files during regular business hours. No telephone, facsimile or mail request for local public file information will be accepted.
13. **Station Contact.** Any of the Station's personnel will take questions and messages from candidates and their representatives, but in order to provide maximum service to candidates and their representatives, the Station seeks to provide sales services only through the General Manager, Director of Sales or Local Sales Manager at the station. Actual time buys and responses to questions will be handled by **J.R. Greeley, Bob Swinehart or Brad Creek**, whom can be reached at **(309) 676-5000**
14. **Newscasts/ News Adjacencies.** The Station permits political advertising within, and adjacent to, all the Station News programming.

BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for a candidate request an election message request *
 an issue request **

The request was accepted # rejected

Candidate Named in Message: _____

Office Being Sought: _____

Election or Issue Referred to: _____

Sponsor (or authorized candidate committee): _____

Treasurer of authorized candidate committee: _____

Person Ordering Advertising: _____

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

**An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.