

NETWORK AFFILIATION AGREEMENT

THIS NETWORK AFFILIATION AGREEMENT (this "Agreement") is made as of the 9th day of July, 2015 between American Public Media Group ("APMG"), a Minnesota non-profit corporation, and its affiliate, Classical South Florida Inc., a Florida non-profit corporation ("CSF," collectively with APMG, "Licensee"), and Educational Media Foundation, a California religious non-profit corporation ("Programmer").

Recitals

A. Licensee holds licenses issued by the Federal Communications Commission (the "FCC") for the following noncommercial educational radio stations (the "Stations"): WKCP(FM), Miami, Florida (89.7 MHz; Channel 209; FIN: 68118); WPBI(FM), West Palm Beach, Florida (90.7 MHz; Channel 214; FIN: 58363); WNPS(FM), Fort Myers, Florida (88.7 MHz; Channel 204; FIN: 64256); along with associated FM translators W270AD, West Palm Beach, Florida (101.9 MHz; Channel 270; FIN: 68119) and W214BD, Gifford-Vero Beach, Florida (90.7 MHz; Channel 214; FIN: 91128).

B. Licensee and Programmer desire that Programmer undertake the programming of the Stations for, and under the supervision of, Licensee on the terms of this Agreement.

C. Licensee expects that Programmer will promote quality non-commercial, educational radio programming over the Stations.

D. Licensee (as seller) and Programmer (as buyer) are parties to an Asset Purchase Agreement (the "Purchase Agreement") of even date herewith with respect to the Stations.

Agreement

NOW, THEREFORE, in consideration of the above recitals and mutual promises and other good consideration, the receipt and sufficiency of which are hereby acknowledged and confirmed, the parties, intending to be legally bound, hereby agree as follows:

1. MANAGEMENT, PROGRAMMING AND EXPENSES

(a) Management. Subject to the terms of this Agreement, Programmer hereby agrees to provide and authorizes Licensee to broadcast the Programming (as hereinafter defined) on the facilities of the Stations during the Term (as defined in Section 2 below) under the supervision and control of Licensee. As FCC licensee, Licensee shall at all times retain ultimate responsibility for the Stations' essential functions, including programming, finances and personnel of the Stations employed by Licensee. Subject to the foregoing limitations, the services to be provided by Programmer pursuant to this Agreement shall include without limitation the production and acquisition of

programming, website maintenance, maintenance and support for the Stations' facilities and accounting services.

(b) Programming. During the Term, Programmer shall provide programming for the Stations 24 hours per day, seven days per week (the "Programming") with a non-commercial format. Licensee shall broadcast the Programming on the Stations, subject to the last sentence of this Section 1(b). The Programming shall serve the needs and interests of the Stations' communities and further Licensee's educational objectives. Programmer shall not change the format of the Stations without the prior consent of Licensee, provided, however, that Programmer may change the format of the Stations to adult contemporary Christian music during the Term. The Programming shall comply with Licensee's program standards set forth in *Attachment 1*, the Communications Act of 1934, as amended, the FCC's rules and all applicable content-related law for broadcast programming. Programmer shall be responsible for obtaining or maintaining any intellectual property rights (including copyright licenses) necessary for the broadcast of the Programming it provides or licenses for broadcast on the Stations. Programmer shall promptly report any listener complaints or FCC inquiry concerning the Programming to Licensee. Licensee shall have the right to preempt or reject any Programming if Licensee concludes that the Programming is contrary to the public interest or that alternate programming would better address local needs.

(c) Expenses. During the Term, Programmer shall, in a manner consistent with FCC policies, reimburse Licensee for the operating expenses of the Stations reasonably incurred by Licensee in the ordinary course of business, including without limitation the following: (i) utilities (ii) reasonable salary and benefit costs of the two employees designated under the main studio rule and other employees of Seller, as requested and agreed to by Programmer, (iii) insurance and maintenance and repair of facilities, (iv) an allocation of space costs related to employees, (v) the allocable cost of fiscal services related to the creation of invoices and the processing of payments related to Licensee costs, (vi) administrative costs associated with providing access to public files at the main studio location, (vii) operating costs, maintenance, insurance, taxes and other costs related to the main studio facility, including maintenance, repair, and replacement of any equipment, (viii) costs related to the replacement, maintenance or repair of telephone cabling, (ix) electrical service, HVAC, or plumbing that supports the main studio facility, (x) maintenance, repair and replacement of the transmission system, (xi) electricity costs for transmitter, (xii) rental cost of transmitter site and (xiii) any fees for FCC licenses.

Programmer shall pay Licensee the sum of Seventy-eight Thousand Nine Hundred Fifty-seven Dollars (\$ 78, 957.00) per month, with payments to be made on the Commencement Date (defined below) and thereafter on the first day of each month during the Term. Payment for any partial month shall be prorated. Once per quarter during the Term, Programmer and Licensee shall true up the difference between Licensee's actual operating expenses incurred for the Stations and the amounts paid by Programmer to Licensee pursuant to this subsection, and the appropriate party shall make a prompt payment to the other in the amount of any such difference. In accordance with such true up, Licensee shall provide Programmer with reasonably requested supporting

documentation for its expenses incurred. In accordance with FCC Rule Section 73.621(d) (as most recently clarified in the FCC's Order and Consent Decree regarding KUSF(FM) (DA 12-725, rel. June 7, 2012)), payments by Programmer to Licensee under this Agreement shall not exceed Licensee's operating expenses for the Stations. Notwithstanding the above provisions with respect to payments, if Licensee incurs any unexpected or non-recurring expenses related to operation of the Stations, then Programmer shall reimburse Licensee for such expenses within thirty (30) business days after invoice.

(d) Delivery of Programming. Programmer shall deliver the Programming to the Stations at Programmer's sole cost and expense. Programmer shall be responsible for all routine operational costs and expenses incurred in connection with equipment for receiving Programming at the Stations, including without limitation appropriate equipment for satellite reception, EAS compliance, transmitter remote control and monitoring. Programmer shall also be responsible for all fees for program rights and performing rights (e.g. ASCAP, BMI, National Public Radio, Public Radio International, etc.) obtained from third parties.

2. TERM

Unless earlier terminated in accordance with the provisions of this Agreement, the term of this Agreement (the "Term") shall commence on the date within three (3) business days after the filing of the Assignment Application (as defined in the Purchase Agreement) (the "Commencement Date"); and shall continue in full force and effect until the earlier of the Closing Date (as defined in the Purchase Agreement) or upon written notice by one party to the other in the event of any expiration or termination of the Purchase Agreement.

3. TERMINATION

(a) Programmer's Events of Default. The occurrence and continuation of any of the following will be deemed an Event of Default by Programmer under this Agreement:

- (i) Programmer fails to make any Monthly Payment;
- (ii) Programmer fails to observe or perform any other covenant, condition or agreement contained in this Agreement; or
- (iii) Programmer breaches or violates any representation or warranty made by it under this Agreement in any material respect.

(b) Licensee's Events of Default. The occurrence and continuation of any of the following will be deemed an Event of Default by Licensee under this Agreement:

- (i) Licensee fails to observe or perform any covenant, condition or agreement contained in this Agreement in any material respect; or

(ii) Licensee breaches or violates any representation or warranty made by it under this Agreement in any material respect.

(c) Cure Period. Programmer shall have ten (10) days from the date that Licensee provides Programmer with written notice that Programmer is in default in its obligation to make the Monthly Payment to cure such Event of Default. In the case of all other Events of Default, the defaulting party shall have thirty (30) days from the date on which Programmer has provided Licensee or Licensee has provided Programmer, as the case may be, with written notice specifying the Event(s) of Default to cure any such Event(s) of Default. If the Event of Default cannot be cured by the defaulting party within the specified time period, but the defaulting party is making commercially reasonable efforts to effect a cure or otherwise secure or protect the interests of the non-defaulting party (in which case, if successful, the Event of Default shall be deemed cured), then the defaulting party shall have an additional period not to exceed thirty (30) days to effect a cure or a deemed cure.

(d) Termination for Uncured Event of Default. If an Event of Default by Programmer has not been cured or deemed cured within the periods set forth in Section 3(c) above, then Licensee may terminate this Agreement immediately upon written notice to Programmer. If an Event of Default by Licensee has not been cured or deemed cured within the periods set forth in Section 3(c) above, then Programmer may terminate this Agreement immediately upon written notice to Licensee.

(e) Termination Related to the Purchase Agreement. Notwithstanding the foregoing, this Agreement shall terminate immediately upon the Closing Date (as defined in the Purchase Agreement) or upon termination or expiration of the Purchase Agreement. In such event, the parties shall be entitled to pursue all remedies provided for under the Purchase Agreement, in addition to any remedies provided for hereunder.

(f) Governmental Action. This Agreement may be terminated immediately by either Licensee or Programmer by written notice to the other in the event this Agreement is declared invalid or illegal in whole or substantial part by an order or decree of an administrative agency or court of competent jurisdiction and such order or decree has become final (i.e., an action that has not been reversed, stayed, enjoined, set aside, annulled or suspended, and with respect to which no timely request for stay, petition for rehearing or appeal is pending, and as to which the time for filing any such request, petition, or appeal or reconsideration by the FCC on its own motion has expired).

(g) Cessation of Programming. In the event of termination under this Section 3, Licensee shall cease and terminate further use of Programmer's Programming, signal and content, including without limitation any titles, names, logos, slogans, jingles, trademarks, copyrights, ideas, formulas, general program content and/or other literary, musical, artistic or creative material broadcast by or associated with the Programming.

(h) Other Termination Rights. Notwithstanding this Section 3, Licensee may terminate this Agreement by written notice to Programmer immediately if, in the reasonable good faith discretion of Licensee, the Stations are operated by Programmer in

a manner contrary to the public interest, FCC rules and regulations or the Communications Act of 1934, as amended, or other applicable law.

(i) Effect of Termination. Upon expiration or termination of this Agreement for any other reason than Closing as contemplated and defined by the Asset Purchase Agreement Licensee shall assume complete operational responsibility for the Stations, and Programmer shall be relieved of all obligations under this Agreement, except as set forth in this Section 3. Upon expiration or any termination of this Agreement, the parties' payment obligations incurred prior to the effective date of the expiration or termination shall survive and be promptly paid, and shall reasonably cooperate with Licensee to wind up Programmer's operation of the Stations in an orderly fashion. Termination of this Agreement shall not relieve any party of any liability for breach or default under this Agreement prior to the date of termination. An event of default or termination hereunder shall not constitute an event of default, or give grounds for termination, of the Purchase Agreement, unless the event of default hereunder constitutes a default or is grounds for termination under the Purchase Agreement.

4. LICENSEE OBLIGATIONS

(a) Licensee, as FCC licensee, has the ultimate responsibility with respect to all activities in connection with the Stations' FCC license renewals, applications for facility changes and such other filings and reports as may be required by the FCC. Programmer shall assist Licensee in such activities as requested by Licensee, including preparation of all necessary documents, filings and reports for the timely review and approval by Licensee in consultation with Licensee's own legal counsel.

(b) Licensee shall be responsible for ascertaining the programming needs of the Stations' communities of license and maintaining each Station's public inspection file in compliance with FCC requirements; provided, however, that during the Term Programmer shall provide reasonable assistance with respect to the ascertainment of programming needs and provide Licensee with all relevant documents and information in its possession required to be placed in the Stations' public inspection files.

5. RESPONSIBILITY OF FCC LICENSEE

Licensee and Programmer acknowledge and agree that the operation of the Stations is the ultimate responsibility of Licensee, as FCC licensee. Nothing in this Agreement shall be construed as limiting, transferring, assigning or relieving Licensee of such responsibility. Licensee shall bear full responsibility for the hiring, firing and compensation of the Stations' employees on Licensee's payroll, including staffing and other requirements necessary to satisfy the FCC's main studio rules. For the avoidance of doubt, Licensee shall not be responsible for the hiring, firing and compensation of employee's on Programmer's payroll who provide any services for the Stations.

6. STANDARDS OF OPERATION

Programmer shall program the Stations during the Term consistent with industry standards for noncommercial educational broadcasting and in such a manner to ensure

that the Stations will provide quality service to the public and comply with all legal requirements.

7. ANNOUNCEMENTS

During the Term, Programmer shall air station identifications that comply with the FCC's rules at the beginning and end of each time of operation and on the hour while each Station is on the air. During the Term, Programmer shall identify Licensee as the Stations' licensee during each on-air identification, and, as feasible, in marketing or promotional materials that refer to the Stations. During the Term, Programmer is authorized to use the Stations' call letters, or other call letters of Programmer's choosing approved by the FCC, in its Programming and in marketing or promotional material.

8. REPRESENTATIONS, WARRANTIES AND COVENANTS

(a) Programmer represents and warrants to Licensee that it will maintain its organization and operate in accordance with all laws and regulations applicable to nonprofit organizations in the State of Florida, and that it will program the Stations in compliance with all applicable laws, rules and policies.

(b) Licensee covenants to Programmer that during the Term Licensee will maintain the Stations' main station FCC licenses and authorizations in full force and effect, not materially adversely modify such licenses and authorizations, timely file renewal applications for such licenses and authorizations, and maintain the Stations' transmitters and other material broadcast equipment in all material respects (ordinary wear and tear excepted).

(c) Each of Programmer and Licensee represents and warrants to the other that: (i) it will perform its obligations under this Agreement in compliance with all applicable laws, rules and policies, including intellectual property and FCC law; (ii) there exists no event or circumstance within its control which precludes or prohibits it from performing its obligations under this Agreement; (iii) no consent, approval, order, or authorization of, or registration, qualification, designation, declaration, or filing with, any governmental authority on its part is required in connection with the execution, delivery, and performance of this Agreement, except that Licensee shall file this Agreement with the FCC and in the Stations' public files; (iv) the execution, delivery and performance of this Agreement by it has been duly authorized by all necessary actions on its part; and (v) this Agreement constitutes a valid and binding obligation of it, enforceable against it in accordance with its terms, except as the enforceability of this Agreement may be affected by bankruptcy, insolvency or similar laws affecting creditors' rights generally and by judicial discretion in the enforcement of equitable remedies.

9. INSURANCE

During the Term, Programmer shall obtain and maintain in full force and effect commercially reasonable liability and workers' compensation insurance policies that insure Programmer and its employees, agents and representatives in connection with the

programming of the Stations, in accordance with industry standards. Programmer shall list both APMG and CSF as additional insureds on all such insurance policies.

10. CONSIDERATION

The parties acknowledge that their respective undertakings and commitments herein, designed to ensure the provision of high quality non-commercial, educational programming on the Stations, constitute sufficient consideration for this Agreement.

11. RELATIONSHIP

During the Term, subject to the terms of this Agreement, Programmer is hereby authorized to enter into contracts related to the Stations, in its own name, in the ordinary course of business in order to perform its obligations under this Agreement. Programmer shall be responsible for all such contracts and financial obligations that it has entered into on behalf of the Stations (and shall include pertinent information regarding such contracts in Programmer's financial reports described in Section 12), and Licensee shall have no obligation to assume any such contracts in the event of a termination of this Agreement. Programmer shall serve as an independent contractor in rendering the services set forth herein and its employees shall not be employees of Licensee. This Agreement is not intended to be, and shall not be construed as, an agreement to form a partnership, agency relationship or joint venture between the parties. Neither party shall be authorized to act as an agent of or otherwise to represent the other party except as expressly set forth in this Agreement.

12. OVERSIGHT AND CONTROL

(a) Notwithstanding anything in this Agreement to the contrary, Licensee shall retain and exercise oversight and control of the activities and operations of the Stations. Without limiting the foregoing, Licensee shall have the right to: (i) promulgate basic Station policies regarding its employees (to the extent such personnel are working on matters relating to the Stations), finances and programming; (ii) direct the day-to-day activities of Programmer's employees working at the Stations; (iii) inspect the Stations' facilities at any time; and (iv) consult with Station management, review FCC-required operating and maintenance records and procedures and investigate operational complaints.

(b) Licensee shall bear responsibility for the Stations' compliance with the rules, regulations and policies of the FCC and all other applicable laws. Without limiting the foregoing, Licensee shall employ a manager for the Stations who will report to Licensee and direct the day-to-day operation of the Stations (and who will have no employment, consulting, agency or other relationship with Programmer) and employ a second employee for the Stations, who will report to and be solely accountable to Licensee's manager.

13. FACILITY USE

During the Term, subject to any necessary landlord consent, Licensee shall provide Programmer access to and the use of the Stations' studio and transmitter sites, and all other of Licensee's assets and equipment used in the operation of the Stations (for the sole purposes of providing the Programming and other services under this Agreement). Programmer's personnel shall not (i) act contrary to the terms of any lease for the premises, (ii) permit to exist any lien, claim or encumbrance on the premises or (iii) interfere with Licensee's use of such premises. Programmer accepts use of all Station facilities in an "as is" condition, except that Programmer shall install a satellite-receive dish at a mutually-agreed upon location at the Station's studio or elsewhere to receive the Programming. Installation at tower sites must be approved by the tower lease owner and any respective costs will be paid for by Programmer. This Section is subject and subordinate to Licensee's leases for such facilities (if any) and does not constitute a grant of any real property interest.

14. NOTICES

Any notice pursuant to this Agreement shall be in writing and shall be deemed delivered on the date of personal delivery or upon receipt when received by electronic mail or confirmed delivery by a nationally recognized overnight courier service, or on the third day after prepaid mailing by certified U.S. mail, return receipt requested, and shall be addressed as follows (or to such other address as any party may request by written notice):

If to Programmer:

Educational Media Foundation
5700 West Oaks Boulevard
Rocklin, CA 95765
Attn: Mike Novak, President/CEO
Email: mnovak@kloveair1.com

with a copy (which shall not constitute notice) to:

David D. Oxenford, Esq.
Wilkinson, Barker, Knauer, LLP
2300 N Street, N.W. Suite 700
Washington, D.C. 20037
Email: doxenford@wbklaw.com

If to Licensee:

American Public Media Group
480 Cedar Street
St. Paul, MN 55101

Attn: Jon McTaggart, President/CEO
Email: jmctaggart@americanpublicmedia.org

With a copy (which shall not constitute notice) to:

Wiley Rein LLP
1776 K Street, NW
Washington, DC 20006
Attention: Kathleen A. Kirby
Email: KKirby@wileyrein.com

15. INDEMNIFICATION

(a) Programmer shall indemnify, defend and hold harmless Licensee from and against any and all claims, losses, costs, liabilities, damages and expenses (including reasonable legal fees and other expenses incidental thereto) of every kind, nature, and description (hereinafter referred to as "Loss and Expense"), arising out of: (i) the Programming; (ii) any misrepresentation or breach of any warranty of Programmer contained in this Agreement; (iii) the actions of Programmer's employees and agents on the premises maintained by Licensee including, without limitation, any premises used in connection with the operation of the Stations; and (iv) any breach of any covenant, agreement, or obligation of Programmer contained in this Agreement.

(b) Licensee shall indemnify, defend and hold harmless Programmer from and against all Loss and Expense arising out of the breach of any representation, warranty or covenant of Licensee contained in this Agreement.

16. FORCE MAJEURE

Notwithstanding anything herein to the contrary, the failure of any party to perform its non-monetary obligations under this Agreement due to acts of God, weather, strikes or any other reason outside its commercially reasonable control shall not constitute a breach of this Agreement. In the event of the occurrence of any such event, Licensee agrees to use commercially reasonable efforts to resume performance as promptly as practicable.

17. SEVERABILITY

If any provision of this Agreement shall be prohibited by or invalid under applicable law, then so long as no party is deprived of the benefits of this Agreement in any material respect, such provision shall be ineffective only to the extent of such prohibition or invalidity without invalidating the remainder of such provision or any remaining provisions of this Agreement, provided that such remaining portions or

provisions can be construed in substance to constitute the agreement that the parties intended to enter into in the first instance.

18. BINDING ON SUCCESSORS

This Agreement shall bind and inure to the benefits of the parties' respective successors and permitted assigns. This Agreement may not be assigned by either party without the other party's consent, which may be given or withheld in its sole discretion. Any attempted assignment without such consent shall be cause for immediate termination of the Agreement by the other party. No assignment shall relieve a party of any obligation under this Agreement.

19. COMPLETE AGREEMENT

This Agreement contains the entire agreement of the parties with respect to the management and programming of the Stations during the Term, and, except as specifically referred to herein, all prior obligations, proposals and agreements relating to the subject matter hereof have been merged herein. This Agreement shall not be modified or amended except by agreement in writing duly executed by the parties hereto.

20. GOVERNING LAW

This Agreement and any and all litigation arising therefrom or related thereto shall be governed by the applicable laws, regulations and rules of the State of Florida.

21. COUNTERPARTS

This Agreement may be signed in counterparts, each of which shall be deemed to be an original but which, when taken together, shall constitute one and the same instrument.

[SIGNATURE PAGE FOLLOWS]

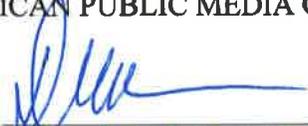
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SIGNATURE PAGE TO NETWORK AFFILIATION AGREEMENT

IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the first date set forth above.

LICENSEE:

AMERICAN PUBLIC MEDIA GROUP

By: 
Name: DAVID KANSAS
Title: EVP

CLASSICAL SOUTH FLORIDA INC.

By: 
Name: JON R. MCTAGGART
Title: CEO

PROGRAMMER:

EDUCATIONAL MEDIA FOUNDATION

By: 
Mike Novak, President/CEO

NETWORK AFFILIATION AGREEMENT - Attachment 1
FORM OF STATEMENT FOR EACH STATION

STATEMENT OF STATION POLICIES OF
LICENSEE

[] ("Licensee"), licensee of radio station _____ (the "Station"), hereby establishes the following standards, practices, policies and regulations to govern the broadcast of all programming aired over the Station. The following standards, practices and policies are to be adhered to in the preparation, writing, production and broadcasting of all advertisements and programs aired over the Station:

1) No Payola Or "Plugola". The mention of any business activity or "plug" for any commercial, professional or other related endeavor on the Station is prohibited, except where contained in an underwriting message that complies with the requirements of Section 399B of the Communications Act and Section 73.503 of the rules of the Federal Communications Commission ("FCC") and such message contains a sponsorship identification announcement which meets the requirements of Section 317 of the Communications Act and Section 73.1212 of the FCC's rules.

2) No Lotteries. Except as expressly permitted under Section 73.1211 of the FCC's rules, no announcements, messages or programs may be broadcast over the Station (without the express prior written approval of the Licensee) which give any information about or which promote any lotteries or games of chance, including any bingo games and the like, which are to be held by a local church or other non-profit institution or organization. A lottery, for these purposes, is a game or promotion in which a prize is awarded and where the selection of the winner or the amount or nature of the prize is determined in whole or in part on the basis of chance, and where contestants enter the promotion by paying or promising any form of consideration (e.g., money, substantial time, or substantial energy).

3) Station Identification Announcements Required. A Station identification announcement must be broadcast each time the Station goes on the air and when it signs off the air. A Station identification announcement must also be broadcast each hour, as close to the top of the hour as feasible, at a natural break in programming, and shall comply with the requirements of Section 73.1201 of the FCC's rules.

4) Contests and Promotions. In the event that the Programming contains information about any contest that the Programmer conducts, the Programmer shall comply with Section 73.1216 of the FCC's rules by fully and accurately disclosing the material terms of the contest and by conducting the contest "substantially as announced." No contest description shall be broadcast on the Station where the Programmer knows that such description is false, misleading or deceptive with respect to any material term.

5) Obscenity and Indecency Prohibited. No obscene material may be broadcast over the facilities of the Station. No indecent material may be broadcast on the Station during any time when the airing of such programming would be contrary to law or FCC regulations or policies. For these purposes, "indecent" material is defined as language or material that describes sexual or excretory activities or organs in a patently offensive manner, as measured by contemporary community standards for the broadcast medium. Material will be considered obscene if (a) the average person, applying contemporary community standards, would find that the material appeals to the prurient interest, (b) it describes or depicts, in a patently offensive manner, sexual conduct as defined by applicable state law, and (c) taken as a whole, it lacks serious literary, artistic, political or scientific value.

6) Advertising. No advertisements as defined by Section 399B of the Communications Act and Section 73.503 of the FCC's rules, shall be broadcast on the Station.

7) Defamatory Statements Prohibited. No statements known to be libelous or defamatory may be broadcast on the Station. Libel is a false statement of fact about a person, which tends to injure that person's reputation or otherwise cause injury or damages to that person.

8) "Equal Time" For Political Candidates. If a legally qualified candidate for public office is allowed to "use" (as defined in Section 73.1941(b) of the FCC's rules) the Station during his/her campaign, his/her legally qualified opponents must be afforded equal opportunities to appear on the Station.

9) Sponsorship Identification Announcements. All sponsored programs must (a) contain an announcement stating the fact that the matter broadcast was sponsored, paid for, furnished by, or in support of the Station, and must disclose the true identity of the person or entity on whose behalf payment was made or promised for the broadcast, or (b) otherwise comply with Section 317 of the Communications Act and Section 73.1212 of the FCC's rules.

Whenever such a sponsorship identification announcement is required, the announcement must be made both at the beginning and conclusion of each program of over five minutes in length. If a sponsored broadcast is five minutes or less in duration, only one such announcement is required, and it may be made either at the beginning or the conclusion of the broadcast or announcement.