



**Checklist Information we need you to provide Third Party
Political Advertising and appearances on Channel 8**

(4) Information Regarding Third-Party Advertising

Except as noted below, information about spots purchased by third parties (*e.g.*, issue ads sponsored by political action committees or advocacy groups) does not have to be placed in the station’s online political file and the station is not under any obligation to disclose any information about the contracts for such spots (the ad rate, when they will run, etc.).

If the spot includes the <i>favorable</i> appearance of a candidate - and is therefore a “use” - then the following information must be placed in the online political file:	√
The name of the candidate	
The election (<i>i.e.</i> , the office sought)	
The sponsor of the ad	
A schedule of the time purchased	
The length of the spots and when they actually aired	
The class(es) of time purchased	

If the spot involves the discussion of a “controversial issue of public importance” OR a “political matter” AND the sponsor is a corporation, committee, or group, then the	√
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following information must be placed in the online political file:	
A list of the chief executive officers or members of the executive committee or the board of directors of the organization sponsoring the ad	

Information Regarding Third-Party Advertising, cont'd.

If the spot communicates a message relating to any “political matter of national importance,” including: (i) a candidate; (ii) a federal election; or (iii) any “national legislative issue of public importance,” then the Bipartisan Campaign Reform Act (BCRA) requires that the following information be included in the online political file:	√
The name of the candidate(s), if any, referred to in the spots	
The election(s), if any, referred to in the spots	
The issue(s), if any, referred to in the spots	
The name of the person purchasing the time	
The name, address, and phone number of a contact person	
A schedule of the time purchased	
The length of the spots and when they actually aired	
The rates charged	
The class(es) of time purchased	

The reason, if applicable, for rejecting the spot	
If applicable, a list of the chief executive officers or members of the executive committee or the board of directors of the organization sponsoring the ad	

Note: Advertisers can either fill out NAB Form PB-18 with all information required for that type of spot (e.g., candidate/issue), or provide a memo with the information listed above. If an advertiser leaves a *relevant* section blank on the PB-18, the station should ask why the information was not provided - it is the station's responsibility to ensure the information in the political file is complete.