

POLITICAL CHECKLIST

STATION KBLY POLITICAL CANDIDATE ADVERTISING CHECKLIST

STEPS TO BE COMPLETED PRIOR TO AIRING ADVERTISING

Name of Candidate: _____

Office Being Sought (Note whether federal, state or local): _____

Person Ordering Advertising: _____

Relationship to Candidate: _____

Name of Candidate Representative to Whom Disclosure Statement Was Given:

Date Item

_____ Candidate has been determined to be "legally qualified."

_____ Candidate's announcement constitutes a "use", (candidate's voice (radio) or voice or picture (TV) personally appears on the spot and is identified or identifiable.

_____ Candidate's announcement contains proper sponsorship identification.

_____ For federal candidates only: Candidate has provided station with a written certification (**Form A**) that its advertising will not refer to another candidate for the same office unless the ad contains an appropriate announcement as to who paid for airing the ad and affirming that the candidate has approved the advertisement.

_____ If the advertising is purchased indirectly through an agency or other third party, Candidate has provided a written statement of agency authorization to place advertising on behalf of candidate.

Campaign Committee has provided list of officers and directors.

_____ Candidate has been provided with:

_____ the Station's standard Letter to Political Candidates/Agents.

_____ the Station Political Advertising Disclosure Statement (as modified and supplemented by Station with Station's rate/sales practices information).

_____ the Acknowledgment of Political Advertising Policies [Note: Candidate cannot be refused ad time for failure to sign this Acknowledgement]

Reviewed By: _____ Date: _____

CONTENT CHECKLIST FOR ISSUE ADVERTISING

Name of Entity Placing Issue Ad: _____

Political Issue: _____

Answer

Item

_____ Has the name of the entity placing the issue ad been placed in the political file?

_____ Have the names of the chief executive officers, members of the executive committee or of the Board of Directors of the advertiser been placed in the political file?

_____ Does the ad feature or relate to a legally qualified federal candidate, any election to federal office, or a national legislative issue of public importance? If so:

Was the request for time [*circle one*] **Accepted** or **Rejected**?

_____ If rejected, was a note to that effect placed in the political file?

_____ Has a statement been placed in the file identifying the candidate, election, or issue referred to in the ad?

_____ Has the name, address and phone number of a contact person for the advertiser been placed in the political file?

_____ Has the rate charged for political advertising by this entity been placed in the file?

_____ Has a copy of the contract for advertising been placed in the file?

_____ Has a copy of the Invoice covering that contract been placed in the file?

_____ If any rebates have been given, has documentation been placed in the file?

_____ Has the date/time the ads aired been placed in the file? (This requirement can normally be met by placing copies of the contract in the file when executed (See Order), and adding when available the invoice or affidavit of performance identifying the actual times the spots aired.)

_____ Has the class of advertising purchased been identified and placed in the file? (This requirement can be met by placing a copy of the contract and invoice in the political file, so long as they show the level of preemption or other class identification for each spot.)

Date: _____

Name: _____