

**POLITICAL ADVERTISEMENT
REVIEW FORM**

A. IDENTIFY THE TYPE OF SPOT

- Candidate Advertisement** (sponsored by a legally qualified federal, state or local candidate).
- Answer **Questions 1-4 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):
- ___ Name of candidate and office sought
 - ___ Name of authorized committee of the candidate
 - ___ Name of committee's treasurer
 - ___ Rate charged for spot
 - ___ Spot length
 - ___ Dates and times spot scheduled to air and any revised schedules
 - ___ Class(es) of time purchased
 - ___ Any other information relevant to order (e.g., makegoods/rebates)

- Non-Candidate "Issue" Advertisement** (sponsored by a third-party, such as a PAC, political party, corporation or advocacy group).
- The issue ad references a federal candidate, a federal election and/or a political matter of national importance (e.g., Economy, Immigration, Climate Change).
- Answer **Questions 1-5 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):
- ___ Name of person purchasing the time (i.e., the sponsor)
 - ___ Name, address and phone number of a contact person for sponsor
 - ___ Rate charged for spot
 - ___ Dates and times spot scheduled to air and any revised schedules
 - ___ Class(es) of time purchased

OR

- The issue ad only references a state/local political matter or controversial issue of public importance (e.g., school bond, local infrastructure, ballot measure).
- List all state/local political matters/issues referenced in the spot:
- _____
- _____
- Answer **Questions 1 and 5 in Section B** below.

B. COLLECT INFORMATION

1. Full Name of Ad Sponsor (e.g., Candidate Committee or PAC): _____

Name of Ad or ISCI Code: _____

Date Spot Received: _____

Has the Ad Buyer or Ad Sponsor provided a completed NAB Form? Yes No

If No, please confirm you have obtained all required information for the political file as listed in Section A.

2. Does the spot reference a candidate for federal office (President, Vice President, Senate, or House)?

Yes No

If Yes, then for each federal candidate referenced in the spot, list:

Candidate's full name _____

Office sought by candidate: _____

Election candidate is participating in: _____

3. Does the spot reference a federal election? Yes No

If Yes, then list all elections referenced: _____

4. Does the spot reference a political matter of **national** importance (e.g., Economy, Immigration, Climate Change) or any pending federal legislation (e.g., Affordable Care Act)?

Yes No

If Yes, then list all political matters of national importance and/or federal legislation referenced in the spot: _____

5. If the spot is sponsored by a third-party entity (i.e., political action committee, advocacy group, corporation, association or other unincorporated group), a list of chief executive officers, members of the executive committee, or the board of directors of the sponsor must be uploaded to the public file. Did you receive a list of these individuals from the sponsor? Yes No

Did you ask the sponsor or ad buyer *in writing* if the list provided is a complete and accurate list of all individuals that must be disclosed?¹ Yes No

¹ Before an issue ad order is finalized, the station representative should confirm in writing with the ad buyer that the provided list of chief executive officers, members of the executive committee, or the board of directors of the sponsor is complete and accurate.