POLITICAL FILE

LEGAL REQUIREMENTS

TEGNA

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Getting Complete Information

- It is critical that stations make sure they are collecting all required information.
- Watchdog groups and the FCC are reviewing stations' online political files and targeting stations with alleged deficiencies.

FCC Seeks Info On Political File Complaint

Wheeler says accuracy as important as accessibility

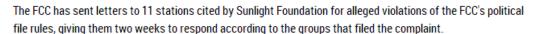
5/13/2014 09:59:00 AM Eastern













Identifies political/controversial issue advertisers by...

- Name / address
- Names of executive officers / executive committee / board of directors

This information is required for ALL issue ads, even on purely state/local issues.

 BUT: The political file does <u>not</u> include rate/schedule information for purely state/local issue ads.

All updates need to happen within 24 hours

^{*}Refer to Public File Checklist on Law Department SharePoint for details on what information must be included **Direct legal questions to tegnapolitical@tegna.com



Additional public file obligations triggered when:

- made by or on behalf of a candidate for public office (federal/state/local), or
- that communicate a message relating to any political matter of national importance, including:
 - <u>federal</u> candidates
 - elections for <u>federal</u> office
 - <u>national</u> legislative issues of public importance

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Additional obligations:

- Completed NAB PB-19 (preferred over PB-18)
- Rate/Schedule information:
 - Schedule of time, when spots actually aired, rate(s) charged, class(es) of time, and time period(s) for each spot(s) purchased
 - Priority Codes denote class(es) of time
 - New Orders/ Order Revisions/ Final Invoice
- Any Issue ads that reference matters of national importance trigger the additional public file obligation
- Disclose all of the sponsor's chief executive officers, members of executive committee, or board of directors
- Supplement for every version of creative, identifying <u>every</u> federal candidate, federal election and national legislative issue referenced (for National Issue Ads only)

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	Completed NAB PB-19 (preferred over PB-18)	Supplement to PB-19 for Creative Changes; Note order # for each spot	New Contract from WO Traffic (schedule, rates, class of time, time period)	Revised Contract from WO Traffic (Client initiated revisions; does not include makegoods)	Final Invoice from WO Traffic	Record of Rebates	Record of Free Time
Candidate – Federal	/				/	✓	/
Candidate – State/Local	/					/	/
Issue (of National Importance)*	/	\			\		
Issue (purely State or Local)							

^{*}Issue (of National Importance) = Ad contains message relating to Federal Candidates, Federal Elections, or National Legislative Issues of Public Importance. Includes State/Local ads which reference matters of National importance*



A complete NAB Form must be in file for each political buy.

- Applies to <u>all</u> candidate and issue ads.
- The same NAB form can be attached to multiple orders by the same advertiser, as long as the information remains accurate.

Remember:

- Candidates and issue advertisers use different versions of the form.
- National issue advertisers fill out different portions of the form than state/local issue advertisers.
- All issue advertisers and state/local candidates <u>must</u> sign.

If a <u>federal candidate</u> refuses to sign the NAB form:

- Get all necessary information (especially sponsor ID) in another written form, if possible.
- If necessary, make a note in the station's internal files that the candidate received necessary disclosures but refused to sign.

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Do not include

- Correspondence of negotiations with advertisers (only FINAL ORDERS)
- Correspondence regarding complaints about political ads
 - o This includes any supporting documentation from the advertiser or someone complaining about an ad.
- Check images
- Internal correspondence about spots (<u>especially</u> with the Law Department or outside counsel)

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Retention Period:

 2 years from the date of the election to which the materials relate (or, if the BCRA issue ad does not pertain to an election, then retain records for the two-year period after payment is made to the station or the material is furnished to the station)

Each station must maintain a backup political file.

- Only required to provide public access to the backup when FCC's system is not functioning.
- Backup may be in paper files, in a database accessed at a station computer terminal, or online.

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