

INTERNAL POLITICAL ADVERTISING CHECKLIST

(Pre-Buy, Buy, And Post-Buy)

Pre-Buy

- _____ Purge Local Public Inspection File (remove any records over two years old which are not the subject of a pending dispute)
- _____ Review station rate cards and current orders for consistency as to quoted advertising rates
- _____ Determine station's lowest unit charge during the applicable 45-day pre-primary period or the 60-day pre-election period, taking into account any normal seasonal rate adjustments that may occur
- _____ Prepare memo evidencing the station's credit policy (such a policy might state that credit will not be extended for the advertising of one-time events or to advertisers who contemplate terminating operations within one year)
- _____ Instruct National Rep on disclosure requirements (provide Rep with a copy of the station's Political Disclosure Statement)
- _____ Review "make good" activity of the station during the preceding 12 months
- _____ Review weekend sales order activity of the station during the preceding 12 months
- _____ Establish weekly log review/rebate procedure
- _____ Allocate rates in pre-existing packages (the rates of all spots in packages must be allocated for lowest unit charge purposes; the allocation must be made on the contract, on the invoice, or in a separate, contemporaneous document that is kept with the contract)

Buy

- _____ Complete and attach BCRA Political Record to all avail submissions
- _____ If federal, complete and attach Certification of Federal Candidate Responsibility
- _____ Code all contracts by class of time
- _____ Code Political spots
- _____ Allocate the value of all spots by class of time
- _____ Be prepared to quote the likelihood of preemption
- _____ Attach sales order to BCRA Political Record
- _____ List all applicable rates and "LUC" on avail sheet for each class
- _____ Obtain "Section 315" certificate from federal candidate in order to receive LUC
- _____ Require NAB Political Agreement Form PB 16 to be completed and signed
- _____ Place order/BCRA Political Record/NAB Political Agreement Form in the Local Public Inspection File as soon as possible (maintain a separate file for each candidate)
- _____ Decide whether you will make your facility available to candidates for nonfederal offices (stations are not required to sell any advertising to candidates for nonfederal office)
- _____ Obtain payment

Post-Buy

- _____ Review spots to ensure "use"/ID compliance
- _____ Be prepared to indicate variance from order on request (arrange for someone to check logs on a daily basis)
- _____ Review logs weekly; issue rebate; credit as appropriate
- _____ Attach invoice for order
- _____ Make sure that all records in the Local Public Inspection File are maintained in an "orderly" manner so that they may be easily accessed.