

"Get Ready for the 2016 Political Advertising Season," National Association of Broadcasters (NAB) Webcast

Speaking Engagement
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Webcast

Contact

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Every election comes with wrinkles and new questions, but with two well-known presumptive nominees for president, more than one-third of the Senate up for re-election, and a rapidly changing electorate, 2016 is shaping up to be the most active year for political broadcast advertising in history. The twists and turns of the current political climate mean radio and television stations should prepare for the unexpected. NAB is committed to keeping its members up to date on all industry regulations, especially political advertising. Even with tools like the [PB-18](#), and the [Political Broadcast Catechism](#), now in its 18th iteration already at your disposal, it never hurts to have a refresher.

Join this webcast for an update on the Federal Communication Commission's byzantine political broadcasting rules, including issues like reasonable access, equal opportunities, lowest unit charger, third party advertising, sponsorship ID and the new online public file requirements. You can also ask your own questions of the panel, live, during the webcast. The webcast will be archived on NAB's website for future access.

Our webcast will feature Bobby Baker, chief of the FCC's political programming office, and expert practitioners with experience helping radio and television stations to navigate the political broadcasting rules.

Our panel includes:

- [Brad Deutsch](#), partner, Garvey Schubert Barer
- [Bobby Baker](#), chief, FCC Political Programming Office

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- [Greg Skall](#), partner, Womble Carlyle Sandridge & Rice, LLP

Register on the [NAB events page](#). Webcast is only available to NAB member stations.