

Garvey Schubert Barer and TVNewsCheck Release Free Political Advertising Handbook for Television Industry

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Garvey Schubert Barer

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Handbook educates advertising sales representatives on how to work with campaigns without running afoul of complex regulations regarding political ads

WASHINGTON, DC (February 16, 2016) Law firm Garvey Schubert Barer and TVNewsCheck have released a free handbook for TV broadcasters on the legal aspects of political advertisements. The publication, *'Political Advertising: A Guide for the TV Sales Executive'* provides an overview of the essential concepts of political advertising and key regulations affecting legal compliance.

The guidebook has been drafted by attorneys with deep experience in broadcasting, political campaigns and the Federal Elections Commission. Erwin Krasnow, a partner at Garvey Schubert Barer is former general counsel of the National Association of Broadcasters. Brad Deutsch, a partner at Garvey Schubert Barer, is a former chief of staff to FEC Commissioner Steven T. Walther and is currently legal counsel to the Bernie Sanders presidential campaign. John King, of the law offices of John W. King, is former editor of the Federal Communications Bar Journal. "Political advertising has become an increasingly complex area of the law," said Krasnow. "The laws and rules are constantly evolving and need to be reviewed throughout the campaign to ensure compliance." The guide provides an easy to navigate structure, directing readers with varying levels of expertise to relevant portions of law. It has sections targeted to individuals new to the field, to individuals who need to 'review and evaluate,' to experienced readers and to broadcasters who have received a request for time. "Political ads are regulated simultaneously by two different Federal agencies – the FCC and

the FEC – and these regulators often impose inconsistent requirements on broadcasters,” said Deutsch. “The closer we get to Election Day, the more quickly broadcasters need to make decisions and yet still comply with a long list of regulations. This guidebook will be an asset to anyone involved with advertising sales to campaigns.” While broadcasters will find the document most consistently useful, the guide is also a key resource for media covering political campaigns, providing a reference guide on disputes about advertisements involving the FCC and FEC. ##### *Editor’s Note: Deutsch will be speaking on on the topic of campaign finance and the 2016 election on February 17th in Washington, DC. For more details, visit the [ABA website](#).* Media Contact: John Williams, Scoville PR for Garvey Schubert Barer 206-625-0075, jwilliams@scovillepr.com