

Events

"Election 2016 - A Whole New Playbook for Political Advertising," National Association of Broadcasters – 2016 NAB Show

April 19, 2016 Las Vegas, NV

A lot has changed for political advertising since the last open Presidential election in 2008, mostly driven by changes in technology and the law. As a result, campaigns are not only spending more and more money on political advertising, but they are spreading those buys around to other platforms beyond TV. Find out about these changes and how they are impacting your stations. We will also cover the basics of how the FCC and the FEC regulate political advertising and share some common mistakes to avoid.

Moderator:

Brad Deutsch

Owner

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Panelists:

Robert Baker

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For more information please click [here](#).

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