

FOX

ADVERTISING GUIDELINES

FOR

ISSUE ADVOCACY AND POLITICAL ADVERTISING

As of October 2024

ISSUE ADVOCACY ADVERTISING

FOX will consider issue advocacy advertisements on a viewpoint-neutral basis and will accept advertisements that express divergent points of view. To avoid delay of clearance decisions, the advertiser should provide substantiation of all claims at the time of submission. Sponsors (officers, directors, members of the board of directors) of the advertising and the price paid for the advertising may be subject to public disclosure.

To be acceptable for air on FOX networks, issue advocacy advertisements must adhere to the FOX general standards as set forth in these Guidelines, including by disclosing on screen the sponsor of the message (i.e. the party or parties paying for the advertisement). In addition, an issue advocacy advertisement may be rejected by FOX if it:

- Contains claims that are unable to be substantiated;
- Makes personal attacks on an individual, business or organization, or is a comment on a private dispute;
- Is deemed to be grossly offensive;
- Includes FOX owned or licensed content or trademarks;
- Is contrary to FOX's business interests or disparages FOX, its people or partners;
- Is otherwise deemed to be inconsistent with FOX's viewing environment, general standards, or viewer or partner expectations; or
- If the advertiser fails to provide information required by state and/or federal political advertising regulations.

As with all advertisements, FOX reserves the right to determine appropriate placement and timing for any acceptable issue advocacy advertisement.

POLITICAL ADVERTISING

FOX accepts political advertising on a non-discriminatory basis. Unless subject to FCC regulations or state regulations to the contrary, political advertisements must comply with all FOX general standards as set forth in these Guidelines.

Legal Requirements

All political advertisements regardless of the intended network or platform must conform to FEC regulations (52 U.S.C. 30101 et seq.) and Commission regulations (Title 11 of the Code of Federal Regulations, 11 C.F.R. 100-110), as well as for televised advertisements, The Communication Act of 1934 as Amended (47 USC §§ 315 and 317) and the FCC Rules (47 C.F.R. 73.1212, 47 C.F.R. 73.1940), including the following:

Advertisements authorized and financed by campaign

If the candidate or campaign authorizes and finances a covered communication (including any solicitation), the notice must state that the communication was paid for by the authorized committee. These advertisements must also comply with the "stand by your ad" provision in which a federal candidate (this does not apply to state and local candidates) must deliver an audio statement identifying himself or herself and stating that he or she has approved of the communication. For example, "I am [candidate's name], a candidate for [federal office sought], and I approved this advertisement." In a television ad, the disclaimer

must be conveyed by one of two ways: 1) the candidate making the statement in an unobscured, full screen view (at least 80%); or 2) a candidate voice-over, accompanied by a clearly identifiable photograph or similar image of the candidate.

Authorized Party Committee coordinated communications on behalf of candidate

A party committee that pays for a communication that is a coordinated party expenditure must identify the party committee as the payor in the disclaimer. Prior to the date the party's candidate is nominated, it is sufficient for the party committee to state who has paid for the communication. Subsequent to the nomination, the disclaimer must state that it was paid for by the party committee and authorized by the candidate. Once a candidate has been nominated for the general election, the disclaimer notice must also state who authorized the communication and comply with the other applicable requirements listed in this section.

Authorized but not financed by campaign

If a covered communication, including any solicitation, is authorized by the candidate or campaign but paid for by another person, the communication must identify the person who paid for it and state that it was authorized by the candidate or campaign. Additional requirements apply for print, television and radio ads.

Not Authorized or financed by campaign

If a person pays for a covered communication (including any solicitation) that refers to their candidate but is not authorized by any candidate or campaign, the notice must state that it was not authorized by any candidate or candidate's committee, identify the entity that paid for the communication and provide at least one of the following: the payor's permanent street address, telephone number or website address.

Additionally, on a radio or television communication that is not authorized by a candidate or the candidate's authorized committee, a representative of the individual or group paying for the communication must state that "_____ is responsible for this communication," where "_____" is the name of the political committee or other person who paid for the communication. If applicable, the name of the sponsoring committee's connected organization is also required in the disclaimer.

Content Guidelines

Uses by Qualified Candidates for Federal, State and Local Offices

The Communications Act of 1934, as amended, and FCC Rules prohibit FOX Broadcast Network and FOX Television Stations from censoring an advertisement that is a "use". A "use" is any "positive appearance of a candidate whose voice or likeness is either identified or is readily identifiable" and sponsored by a "legally qualified candidate" or their campaign committee (note, this does not apply to ads run on digital platforms). FOX Broadcast Network and FOX Television Stations are required to offer "reasonable access" to legally qualified federal candidates, but not state and local candidates. However, if FOX accepts a legally qualified state or local candidate ad, the same non-censorship rules apply. Thus, FOX Broadcast Network and FOX Television Stations must run these ads without regard to content and may not require revisions, apart from ensuring the inclusion of proper sponsorship disclosures.

FOX's cable networks and digital platforms are not required to offer reasonable access to legally qualified candidates. Advertisements intended to run on these platforms will be reviewed for content-related issues, including but not limited to, truthfulness and use of intellectual property. FOX may require revisions to advertisements intended for all networks and platforms apart from FOX Broadcast Network and FOX Television Stations. To avoid delay of clearance decisions, the advertiser should provide substantiation of all claims at the time of submission.

Advertisements for all other candidates and political advertisements

Candidate advertisements that are not authorized by a legally qualified candidate or his or her campaign and all other political advertisements intended to run on all FOX properties and platforms will be reviewed for content-related issues, including but not limited to, truthfulness and use of intellectual property. FOX may require revisions to such advertisements. To avoid delay of clearance decisions, the advertiser should provide substantiation of all claims at the time of submission.

Clear sponsorship identification is required on all advertisements intended for all FOX platforms. All disclosures and disclaimers must be "clear and conspicuous" regardless of the medium in which the communication is transmitted. A disclaimer is not clear and conspicuous if it is difficult to read or hear, or if its placement is easily overlooked. Sponsors (officers, directors, members of the board of directors) of the advertising and the price paid for the advertising may be subject to public disclosure.