



January 28, 2004

ADVOCACY AND POLITICAL ADVERTISING

The CBS Television Network (CTN) sells advertising time for the promotion of goods and services and for institutional advertising. CTN does not sell time for the advocacy of viewpoints on controversial issues of public importance.

For the purposes of this policy, a controversial issue of public importance is defined as one that has a significant impact on society or its institutions, and is the subject of vigorous debate with substantial elements of the community in opposition to one another. A commercial announcement will be considered unacceptable if it: (1) explicitly takes a position on such an issue, or (2) without taking an explicit position, presents arguments parallel to those being made by one side or the other in the debate concerning the issue, so as to constitute implicit advocacy.

Advertisers shall be afforded maximum latitude to touch on matters of public concern, either in institutional advertising or in promoting their goods and services, so long as messages do not rise to the level of explicit or implicit advocacy, as defined above, on a controversial issue of public importance. CTN reserves the right to restrict scheduling where such messages may be incompatible with program content.

Notwithstanding the foregoing, CTN will sell time to political candidates, to those authorized by candidates to purchase time on their behalf and to political parties. CTN also sells time to groups supporting or opposing significant ballot propositions.

A statement of CBS policy and practices covering the sale of political announcements is set forth in the current edition of the CBS Statement of Policy on Political Broadcasting.

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