

June 25, 2010

The Honorable Harry Reid
Majority Leader
United States Senate
Washington, D.C. 20510

The Honorable Mitch McConnell
Minority Leader
United States Senate
Washington, D.C. 20510

Dear Leader Reid and Leader McConnell:

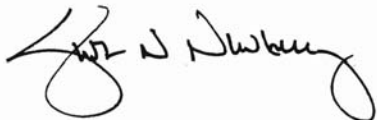
We write today regarding S. 3295, the "Democracy Is Strengthened by Casting Light On Spending in Elections Act," (DISCLOSE Act) legislation responding to the recent *Citizens United vs. FEC* decision. As the Senate considers this legislation, we want to ensure our views are clear on Title IV.

Both the broadcast and cable industries are greatly concerned about Title IV of the bill, which would rewrite the well established political advertising laws contained in the Communications Act of 1934 and impose those laws on entities that have never been subject to them. Title IV also expands the scope of the Lowest Unit Charge (LUC) that broadcasters and cable operators provide federal candidates to also include political parties and political committees. This change to current law could have the unintended consequence of displacing local advertising business during the election cycle.

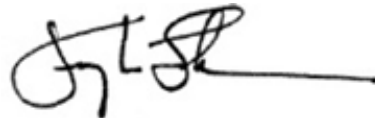
Furthermore, this provision would retroactively expand the LUC window, require priority placement of certain federal candidate ads and impose burdensome and unworkable reporting regulations on your local content distributors. Indeed this also raises serious constitutional concerns. As the Supreme Court has long recognized, "[w]e see no principled means under the First Amendment of favoring access by organized political parties over other groups and individuals." *CBS v. DNC*, 412 U.S. 94, 127 n.21 (1973).

As the Senate moves to vote on the DISCLOSE Act, we ask that you follow your colleagues in the House of Representatives and remove provisions harmful to local businesses, as well as the broadcast and cable industries.

Sincerely,



Steve Newberry
Chairman, Joint Board of Directors
National Association of Broadcasters



Kyle McSarrow
President & CEO
National Cable & Telecommunications
Association