

## **NBC ADVERTISING CLEARANCE PROCEDURES**

**GENERAL:** The following procedures apply to the clearance of advertisements airing on the NBC broadcast network (“NBC”). Clearance procedures for advertisements airing on NBCUniversal’s Cable Networks are available [HERE](#).

**SUBMISSION OF MATERIALS:** There are three ways to submit clearance materials for review:

1. Upload materials to [www.nbcstandards.com](http://www.nbcstandards.com); or
2. Submit materials via MediaVu; or
3. Submit materials via MediaQurator.

All clearance materials must be submitted using one of the above methods in order to be reviewed. **Clearance materials should not be sent to Sales, Sales Operations or the Media Operations Center (MOC) in Englewood Cliffs.**

**PRE-PRODUCTION REVIEW:** Prior to production, advertisers should submit a script or storyboard of the proposed advertisement to NBC. NBC will request substantiation for all claims and authentication of all demonstrations and testimonial statements, as applicable. **NOTE:** The advertiser and its representatives are responsible for ensuring that the submitted materials are in compliance with all applicable governmental laws and regulations, including the rules of the Federal Communications Commission (FCC), the Federal Trade Commission (FTC) and the Federal Drug Administration (FDA), as well as NBC’s internal guidelines, standards and policies. After reviewing the submitted materials, NBC may approve the script or storyboard, request additional information, require modifications to the advertisement, or deem the advertisement not acceptable for air.

**ROUGH CUT REVIEW:** Advertisers may submit rough cuts for review before final production.

**SUPPORTING DOCUMENTS:** When possible, supporting documentation including—but not limited to—product testing, claim support, and affidavits should be submitted along with the script, storyboard, rough cut or final advertisement. (For submissions via [www.nbcstandards.com](http://www.nbcstandards.com), attach as “related documents”.) If you are responding to an editor’s request, any materials you send must be submitted through the “reply” link at the bottom of the applicable clearance report or attached to a message sent to the editor via [www.nbcstandards.com](http://www.nbcstandards.com), MediaVu, or MediaQurator.

**FINAL APPROVAL:** All final advertisements must be slated with a unique ISCI code, a title, and the length of the advertisement, and submitted via one of the above submission methods. NBC cannot give final approval to un-slated advertisements.

**TIME FOR REVIEW:** Advertisers should allow **3 business days** for review of clearance materials

### **Staff List:**

<b>CONTACT</b>	<b>TITLE</b>	<b>EMAIL</b>
<b>Ajala, Mary (MA)</b>	Associate Editor	<a href="mailto:Mary.Ajala@nbcuni.com">Mary.Ajala@nbcuni.com</a>
<b>Asare, Jennifer (JA)</b>	Vice President	<a href="mailto:Jennifer.Asare@nbcuni.com">Jennifer.Asare@nbcuni.com</a>
<b>Baynes, Rina (RBAY)</b>	EC Coordinator	<a href="mailto:Rina.Baynes@nbcuni.com">Rina.Baynes@nbcuni.com</a>
<b>Buchanan, Rachel (RB)</b>	Senior Editor	<a href="mailto:Rachel.Buchanan@nbcuni.com">Rachel.Buchanan@nbcuni.com</a>
<b>Chan Giambrone, Melissa (MCG)</b>	Director	<a href="mailto:Melissa.Chan@nbcuni.com">Melissa.Chan@nbcuni.com</a>
<b>Cheever, John (JC)</b>	Associate Editor	<a href="mailto:John.Cheever@nbcuni.com">John.Cheever@nbcuni.com</a>
<b>Herder, Caitlin (CH)</b>	Director	On Leave
<b>Loria, Jessica (JLO)</b>	Manager	<a href="mailto:Jessica.Loria@nbcuni.com">Jessica.Loria@nbcuni.com</a>
<b>Oriji, Ndidi (NO)</b>	Senior Vice President	<a href="mailto:Ndidi.Oriji@nbcuni.com">Ndidi.Oriji@nbcuni.com</a>
<b>Pernia, Marjorie (MP)</b>	Assoc. Research Editor	<a href="mailto:Marjorie.Pernia@nbcuni.com">Marjorie.Pernia@nbcuni.com</a>
<b>Samidan, Shamico (SS)</b>	Associate Editor	<a href="mailto:Shamico.Samidan@nbcuni.com">Shamico.Samidan@nbcuni.com</a>
<b>Smith, Eileen (ES)</b>	Editor	<a href="mailto:Eileen.Smith@nbcuni.com">Eileen.Smith@nbcuni.com</a>
<b>Tunis, Kathryn (KT)</b>	Director	<a href="mailto:Kathryn.Tunis@nbcuni.com">Kathryn.Tunis@nbcuni.com</a>
<b>Williams, Mike (MW)</b>	Manager	<a href="mailto:Michael.Williams2@nbcuni.com">Michael.Williams2@nbcuni.com</a>

## CATEGORY LIST (ALPHABETICAL) – AUGUST 2021

CATEGORY	EDITOR	BACKUP	2 <sup>nd</sup> BACKUP
Alcohol	KT	MW	RB
Appliances & Housewares	ES	MA	JC
Automobiles, Auto Accessories, & Auto Retail	MCG	MP	MW
Baby Products	ES	MCG	JLO
Billboards	JLO	MCG	JA
Cable, Satellite & Internet Providers	MCG	MW	KT
Candies, Gum & Snacks	JC	JLO	RB
Cleaning & Laundry Products	MW	MP	KT
Clothing, Jewelry, Luggage & Shoes	JLO	JC	ES
Computers	MW	JLO	SS
Controversial Issues & Political Advertisements	KT	RB	JLO
Corporate, Organizations & Institutions	RB	JA	JLO
Cosmetics & Fragrances	KT	SS	MCG
Department Stores & Retail	JC	RB	ES
Dietary Supplements & Homeopathic Remedies	MP	SS	JLO
Electronics	SS	ES	JA
Eye, Ear & Dental Products	JC	ES	KT
Finance	SS	JC	MW
Food	RB	MCG	MW
Gambling	MW	MCG	JA
Hair Care & Hair Removal	RB	KT	SS
Home Improvement & Gardening	ES	RB	JA
Insurance	ES	SS	MA
Medical Devices & Pregnancy Tests	SS	JA	MP
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	ES	MP	MCG
Movies (SEE PAGE 3)	JA/JC/JLO	JC/SS/RB	RB/JA/MW
Music	MW	KT	ES
Non-Alcoholic Beverages	MP	JLO	RB
Office Supplies & Office Retail	MCG	MA	SS
Oil & Gas	JLO	JA	KT
Online Retailers & Online Services	MA	JLO	MCG
Paper Products & Plastic Bags	JLO	MP	RB
Personal Products & Contraceptives	MP	KT	MCG
Pet Products & Pet Retail	ES	MW	MP
Phones	MW	SS	JC
Publications	MP	JA	KT
Real Estate	MCG	ES	JC
Restaurants	MA	RB	JC
Services (e.g. Delivery & In-home Services)	MP	MW	MA
Shipping Services	MCG	JC	JLO
Skin Care	MA	KT	MP
Sporting Goods	MW	ES	RB
Television Shows (Streaming & Linear)	SS	KT	JC
Toys	RB	MP	JA
Travel & Tourism	JA	ES	SS
Video Games	KT	JA	MW
Weight Loss	SS	MW	MCG

## CATEGORY LIST BY EDITOR – AUGUST 2021

CATEGORY	EDITOR	BACKUP	2 <sup>ND</sup> BACKUP
Online Retailers & Online Services	MA	JLO	MCG
Restaurants	MA	RB	JC
Skin Care	MA	KT	MP
Movies (Rated PG-13 & R)*	JA	JC	RB
Travel & Tourism	JA	ES	SS
Corporate, Organizations & Institutions	RB	JA	JLO
Food	RB	MCG	MW
Hair Care & Hair Removal	RB	KT	SS
Toys	RB	MP	JA
Automobiles, Auto Accessories, & Auto Retail	MCG	MP	MW
Cable, Satellite & Internet Providers	MCG	MW	KT
Office Supplies & Office Retail	MCG	MA	SS
Real Estate	MCG	ES	JC
Shipping Services	MCG	JC	JLO
Candies, Snacks & Gum	JC	JLO	RB
Department Store & Retail	JC	RB	ES
Eye, Ear & Dental	JC	ES	KT
Movies (Rated G, PG & All Disney / Disney Plus)	JC	SS	JA
Billboards	JLO	MCG	JA
Clothing, Jewelry, Luggage & Shoes	JLO	JC	ES
Movies (Rated PG-13 & R for all other studios)**	JLO	RB	MW
Oil & Gas	JLO	JA	KT
Paper Products & Plastic Bags	JLO	MP	RB
Dietary Supplements & Homeopathic Remedies	MP	SS	JLO
Non-Alcoholic Beverages	MP	JLO	RB
Personal Products & Contraceptives	MP	KT	MCG
Publications	MP	JA	KT
Services (e.g. Delivery & In-home Services)	MP	MW	MA
Electronics	SS	ES	JA
Finance	SS	JC	MW
Medical Devices & Pregnancy Tests	SS	JA	MP
Television Shows (Linear & Streaming)	SS	KT	JC
Weight Loss	SS	MW	MCG
Appliances & Housewares	ES	MA	JC
Baby Products	ES	MCG	JLO
Home Improvement & Gardening	ES	RB	JA
Insurance	ES	SS	MA
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	ES	MP	MCG
Pet Products & Pet Retail	ES	MW	MP
Alcohol	KT	MW	RB
Controversial Issues & Political Advertisements	KT	RB	JLO
Cosmetics & Fragrances	KT	SS	MCG
Video Games	KT	JA	MW
Cleaning & Laundry Products	MW	MP	KT
Computers	MW	JLO	SS
Gambling	MW	MCG	JA
Music	MW	KT	ES
Phones	MW	SS	JC
Sporting Goods	MW	ES	RB

\* Warner Brothers Pictures, Sony Pictures and Paramount Pictures.

\*\*Fox Entertainment, Universal Pictures and all other studios not listed in \* above