

(Revised July 2020)



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**Revised LAB Political Broadcast Calendar of  
Louisiana Election Dates in 2020 & Early 2021  
and Related Lowest Unit Rate Periods<sup>1,2</sup>**

- May 6, 2020 – **Lowest Unit Rate period begins for Presidential Preference Primary and Municipal Primary** elections to be held on June 20, 2020.
- May 26, 2020 – **Lowest Unit Rate period begins for Municipal General** election to be held on July 25, 2020.
- June 20, 2020 – Scheduled voting date for **Presidential Preference Primary and Municipal Primary** elections.
- July 25, 2020 – Scheduled voting date for **Municipal General** election.
- September 4, 2020 – **Lowest Unit Rate period begins for Presidential** election to be held on November 3, 2020.
- September 19, 2020 – **Lowest Unit Rate period begins for State Open Primary and Congressional Primary** elections to be held on November 3, 2020.
- October 6, 2020 – **Lowest Unit Rate period begins for State Open General and Congressional General** elections to be held on December 5, 2020.
- November 3, 2020 – Scheduled voting date for **State Open Primary, Presidential and Congressional Primary** elections.
- December 5, 2020 – Scheduled voting date for **State Open General and Congressional General** elections.
- February 3, 2021 – **Lowest Unit Rate period begins for Municipal Primary** election to be held on March 20, 2021.
- February 23, 2021 – **Lowest Unit Rate period begins for Municipal General** election to be held on April 24, 2021.
- March 20, 2021 – Scheduled voting date for **Municipal Primary** election.
- April 24, 2021 – Scheduled voting date for **Municipal General** election.

<sup>1</sup> Although the election dates provided here are accurate as of the date of this Calendar's publication, they are subject to change by the Louisiana Legislature should be double-checked for currency at the time of relying upon them.

<sup>2</sup> The FCC by Public Notice DA 20-335 released on March 25, 2020, has issued guidance stating that "No-charge spots given to advertisers to help them through the pandemic do not need to be counted in computing a station's Lowest Unit Charge, as long as the no-charge spots are not part of paid advertising contracts and are not otherwise considered bonus spots." (See <https://docs.fcc.gov/public/attachments/DA-20-335A1.pdf>)