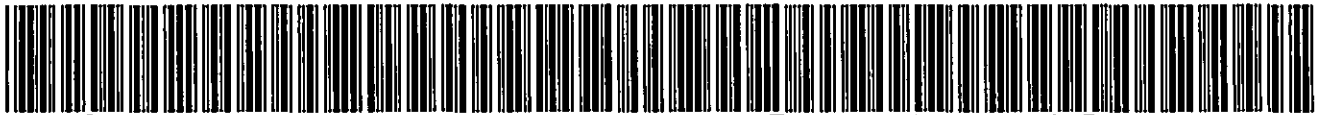


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Political Advertising



PUBLIC DISCLOSURE COMMISSION

711 CAPITAL WAY RM 403
PO BOX 40908
OLYMPIA WA 98504-0908
(206) 753-1111

April 1993

POLITICAL ADVERTISING

"Political Advertising" includes any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations or other means of mass communication, used for the purpose of appealing, directly or indirectly, for votes or for financial or other support in any election campaign.

General Requirements

- Most written ads relating to candidates and ballot issues must identify the sponsor's name and address.
- Radio and television ads need only show the sponsor's name.
- Yard signs, 8' x 4' or smaller, and some other items are exempt from the sponsor ID requirement (see list at far right).
- Party Affiliation: All advertising — both print and broadcast — must clearly show a candidate's party affiliation if the candidate is running for partisan office. **There are no exceptions to this rule.** It applies whether the ad sponsor is a candidate, candidate's committee, political party, PAC, person or someone acting independently of the candidate.
- Size and Placement: See back side of brochure for size and placement criterion regarding sponsor and party ID.
- Photographs: If candidate photos are used in any ad, at least one of them must have been taken within the last five years and be no smaller than the largest candidate photo used in the ad.
- State law does not require candidates to identify the office or position they're seeking.
- Advertising done independently of a candidate or political party must contain added sponsor information. See section on back of brochure.

The Law Forbids:

- using an assumed name when identifying the sponsor.
- sponsoring an ad that contains a false statement of material fact.
- falsely claiming or implying a person or group endorses a candidate when they do not.
- falsely representing a candidate as the incumbent. (On letterheads, yard signs and other forms of advertising, **non-incumbents must actually state they're seeking the office:** e.g., Mary Smith for State Senate or Elect Mary Smith State Senator.)
- distributing campaign material deceptively similar in design or appearance to the voters and candidates pamphlets published by the Secretary of State.
- using the state seal or its likeness to assist or defeat a candidate.

Be sure to take the following definitions into account when developing political ads:

"Incumbent" means a person who now holds the office being sought.

"Re-elect" implies the person holds the office, was elected to it and is seeking election to the same office in the same district or political subdivision.

"Retain" implies the person presently holds the office, but not necessarily by election.

"Return" implies the person now holds or previously held the office, but not necessarily by election.

SPONSOR IDENTIFICATION

"Sponsor" means the candidate, committee or other person who pays for the advertisement. If a person acts as an agent for another or is reimbursed for payment, the original source of the payment is the sponsor.

What's Needed

State, Local & Judicial Candidates—show the candidate's name and address or the candidate's committee name and address.

Federal Candidates—only subject to federal law.

Political committees—show the committee's name and address. The treasurer's name is not required.

Organizations or businesses—show the organization or business name and address. President's or treasurer's name is not required.

Multiple sponsors—show each sponsor's name and address. If one person pays for printing and another pays for mailing, list both as sponsors.

Collection of items from more than one candidate or committee—show the respective sponsor on each item.

Printed ads—show the sponsor's name, mailing address and, if applicable, the candidate's party affiliation in a printed or drawn box set apart from the ad text. If the ad is more than one page, identify the sponsor (and party) on each page or fold. Identification on a mailing envelope is optional; it's the ad enclosed in the envelope that **must** be properly identified.

Radio and TV ads—state the sponsor's name. Address not required.

To identify the sponsor, use the words "Paid for by" or "Sponsored by" followed by the name and address of the sponsor.

Items Exempt from Sponsor ID

ashtrays	newspaper ads (one column inch or smaller)
badges & badge holders	noisemakers
balloons	official state or local voter pamphlets
bingo chips	paper & plastic cups
brushes	paper & plastic plates
bumper stickers (4" x 15" or smaller)	paper weights
business cards	pencils
buttons	pendants
cigarette lighters	pennants
clothes pins	pens
clothing	pinwheels
coasters	plastic tableware
combs	pocket protectors
cups	pot holders
earrings	reader boards with moveable letters
emery boards	ribbons
envelopes	rulers (12" or smaller)
erasers	shoe horns
frisbees	skywriting
glasses	staple removers
golf balls & tees	stickers (2-3/4" x 1" or smaller)
hand-held signs	sun glasses
hats	sun visors
horns	swizzle sticks
ice scrapers	tickets to fund raisers
inscriptions	water towers
key rings	whistles
knives	yard signs (8' x 4' or smaller)
labels	yo-yo's
letter openers	all similar items
magnifying glasses	
matchbooks	
nail clippers & files	

ID Size and Placement

According to state law, on written or printed political advertising, the sponsor's name and address and the candidate's party affiliation must:

- appear on each page or fold of the communication in at least 10 point type, or
- for ads such as billboards or posters, appear in type at least 10% of the largest size type used in the ad, and
- not be screened or half-toned (i.e., not made lighter through some printing or photographic process), and
- be located in a printed or drawn box set apart from any other printed text in the ad.

The sponsor and party identification appearing in any radio or TV political ad must be clearly spoken.

Abbreviations

The following abbreviations may be used in advertising. PDC believes they clearly identify political party affiliation.

Communist—Com

Democrat—D, Dem, Demo

Independent or unaffiliated—Ind, Indep

Libertarian—Lib

Republican—R, GOP, Rep (Use the latter only when it could not erroneously imply the candidate is a State Representative.)

Socialist—Soc

Socialist Workers—Soc Workers, SWP

Official symbols or logos adopted by the state committee of the party may be used in lieu of other identification; a copy of the symbol or logo should be provided to PDC.

Independent Expenditures for Advertising

Political advertising done by other than a candidate or political party organization must also include the following:

"NOTICE TO VOTERS (Required by law): This advertisement is not authorized or approved by any candidate. It is paid for by (name, address, city, state.)"

If the ad is sponsored by a nonindividual, the following must also be included: "Top Five Contributors" followed by a list of the names of the five persons or entities making the largest contributions reportable under the public disclosure law during the last 12 months before the ad was published.

The above information must appear on each page or fold of written advertising in 10 point type or type at least 10% of the largest type used in the advertisement, whichever is larger. It must not be half-toned or screened. It must be printed in a box set apart from any other printed matter. If the ad is a broadcast ad, the information must be clearly spoken.

Persons making independent expenditures should contact PDC regarding reporting requirements.

For More Information Contact:

State and local candidates, ballot measure committees, PACs, political parties:

Public Disclosure Commission Phone:
PO Box 40908 (206) 753-1111
Olympia WA 98504-0908

Federal candidates, federal PACs, ads for federal campaigns:

Federal Election Commission Phone:
999 "E" St 1-800-424-9530
Washington DC 20463

Broadcast advertising, rates, equal opportunity and access to radio or TV, "900" line telephone messages.

Federal Communications Commission Phone:
Fairness / Political (202) 632-7586
Programming Branch
2025 "M" St NW
Washington DC 20554

For "900" line information and questions contact:

Federal Communications Commission Phone:
Common Carrier Bureau, (202) 632-7553
Enforcement Division
2025 "M" St NW
Washington DC 20554

