

POLITICAL ADVERTISING



Disclosure Requirements for Advertising OKLAHOMA ETHICS COMMISSION

WWW.OK.GOV/ETHICS

CANDIDATE COMMITTEE ADVERTISING

Every candidate is required to have a candidate committee if the candidate spends or raises more than \$1,000. It is the only committee authorized by a candidate to accept contributions or make expenditures on behalf of the candidate's campaign.

Political ads paid for by a
CANDIDATE COMMITTEE must state,
Authorized and paid for by
[Name of Committee]

PRINTED COMMUNICATIONS

Newspaper advertisement, magazine advertisement, Internet advertising, direct mail or other printed materials must include this disclosure. (Rule 2.56)

ELECTRONIC COMMUNICATIONS

Any Internet advertising or video, radio, television, cable or satellite broadcast must include this disclosure. (Rule 2.55)

POLITICAL PARTY COMMITTEE ADVERTISING

A political party committee is authorized by a political party recognized under laws of the State of Oklahoma to accept contributions or make expenditures on behalf of the political party.

Political ads paid for by a
POLITICAL PARTY COMMITTEE must state,
Authorized and paid for by
[Name of Political Party]

PRINTED COMMUNICATIONS

Newspaper advertisement, magazine advertisement, Internet advertising, direct mail or other printed materials must include this disclosure. (Rule 2.54)

ELECTRONIC COMMUNICATIONS

Any Internet advertising or video, radio, television, cable or satellite broadcast must include this disclosure. (Rule 2.53)

INDEPENDENT EXPENDITURES & ELECTIONEERING COMMUNICATIONS

An **INDEPENDENT EXPENDITURE** is an expenditure made by a person that expressly advocates

- (1) the election or defeat of a clearly identified candidate or
- (2) a vote for or against the retention of a candidate for judicial retention.

An **ELECTIONEERING COMMUNICATION** can be a single communication or series of communica-

tions that refers to a clearly identified candidate for state or local office and is made within 60 days prior to a general election or 30 days prior to a primary or runoff election. It must be sent by print or electronic advertising and targeted to the "relevant electorate," which is 25,000 or more persons for a statewide office, 2,500 or more persons for State Representative or District Judge, and 5,000 or more persons for all other state or local offices.

Whenever an independent expenditure or an electioneering communication expenditure is made, the communication shall state:

Not authorized by any candidate or candidate committee. Authorized and paid for by
[name, permanent street address and phone number]

IF ADVERTISEMENT IS IN WRITING, it must be of sufficient size and contrast to be clearly readable by the person reading the communication. If expenditure is electronic, the disclosure may be given either orally or in writing. (Rules 2.57 and 2.58)

NO DISCLOSURE REQUIRED for items where inclusion of disclaimer would be impractical, such as bumper stickers, campaign buttons, T-shirts, aerial advertising, etc. (Rule 2.56)

FEDERAL ELECTION LAW ADVERTISING DISCLOSURE REQUIREMENTS

such as U.S. President, U.S. Senator and U.S. Representative
are available at www.fec.gov or by calling (800) 424-9530

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