



## **Kansas Press Association, Inc.**

*Dedicated to serving and advancing the interests of Kansas newspapers*

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**July 1, 2014**

To: Kansas Press Association members

From: Doug Anstaett

Re: "Paid for By" rules on political advertising

**"Paid for By":**

**Question:** Does the "paid for by" attribution statement have to be placed on campaign yard signs?

**Answer:** No. The "paid for by" attribution statement does not have to appear on yard signs, envelopes, bumper stickers, billboards, t-shirts, pens, pencils, rulers, magnets, or other trinkets.

**Question:** Does the "paid for by" attribution statement have to appear on a business card?

**Answer:** Any business card that expressly advocates the election or defeat of a candidate for state or local office must contain the attribution statement.

**Question:** What does the term "expressly advocate" mean?

**Answer:** The Campaign Finance Act defines "expressly advocate the nomination, election or defeat of a clearly identified candidate" as any communication which uses phrases such as "vote for", "elect", "re-elect", "support", "cast your ballot for", "Smith for Senate", "Smith in 2010", "defeat", or "Smith's the one".

**Question:** Does the "paid for by" attribution statement have to appear on brochures?

**Answer:** Any brochure, flier, fact sheet, postcard, fund-raising invitation, or door hanger that expressly advocates the election or defeat of a candidate for state or local office must include the "paid for by" statement.

**Question:** Do websites, e-mails and other Internet communications require a "Paid for by" or "Sponsored by" attribution statement?

**Answer:** If the website, e-mail or other Internet communication expressly advocates the election or defeat of a clearly identified candidate for state or local office, then a "Paid for by" or "Sponsored by" statement must be provided if the communication is disseminated to 25 or more individuals. This requirement only applies to any email or other type of Internet communication which is made by the candidate, the candidate's committee, PAC or party committee.

**Question:** Is the candidate's name sufficient on the "paid for by" line on TV, radio, newspaper ads and brochures?

**Answer:** The law requires not only the name of the candidate, but also the name of the candidate's treasurer to be disclosed on advertisements as well as brochures, fliers, fact sheets, post cards, and fund-raising invitations. If a party committee or PAC places an advertisement, or prints a brochure, flier, etc., the name of the committee and the name of either the chairperson or treasurer must be listed. If an individual or organization places an ad, the name of the person paying for the ad or the person responsible for the placement of the ad must be disclosed.

**Question:** Do robo calls or political telephone messages require a "paid for by" statement?

**Answer:** Any telephonic message which expressly advocates the election or defeat of a candidate for state or local office must be preceded by a statement which states "paid for" or "sponsored by". If a candidate pays or sponsors the telephonic message, the candidate's name and that of his or her treasurer must be provided at the beginning of the message. If the message is paid or sponsored by a PAC or party committee, the name of the committee and that of its' chairperson or treasurer must be provided at the beginning of the message.