

IDENTIFICATION OF CANDIDATE CAMPAIGN COMMUNICATIONS: **“Paid for By” Identifiers**

Paid for By Identifiers

Candidates who pay for political communications (media ads, letters, websites, emails and other communications *intended to influence the election*) must identify the communication with the words **“paid for by”** followed by the name and address of the candidate paying for the communication. All political communications must have a “paid for by” identifier.

Campaign workers sometimes overlook identifiers on political communications. Fixing missing or incomplete “paid for bys” costs time and money for your campaign, and may result in civil penalties.

Fundraisers and the Paid for By Identifiers

If a candidate holds a fundraiser and uses campaign funds to pay for the postage and invitations, the identifier on mailed, emailed and otherwise distributed invitations to the fundraiser, must include the name of the campaign followed by the campaign’s mailing address.

If the fundraiser is being paid for by a group or other entity (a political party or a friend) and the host of the fundraiser pays for the invitations and postage, all communications, including emails, must state “paid for by” followed by ***either*** the name and mailing address of the host of the fundraiser ***or*** the name and mailing address of the campaign. The costs incurred by the host for sending out invitations are reported to the candidate as a non-monetary contribution from the host and will be disclosed on the candidate’s report.

Communications by Elected Officials

If an incumbent elected official uses campaign funds to communicate with constituents during a campaign, the official shall include a “paid for by” identifier on the communication and shall report the expense as a campaign expense. If the elected official does not use campaign funds and the communication does not expressly advocate the election or defeat of a candidate or ballot issue, the official need not report the expense. In this case, a “paid for by” identifier is not required.

General Information and Examples

- The “paid for by” identifier must include the words **“paid for by,”** **followed** by the name of the campaign or person paying for the communication and the mailing address. You may use standard English abbreviations in an identifier (AK for Alaska, Rd. for Road, etc.).
- Objects that are smaller than 3.5 inches x 5 inches (most campaign buttons and business cards) do not require an identifier (unless they are media ads of any kind; regardless of their size or nature, **all media ads must have a identifier**).

- Envelopes (with the exception of “contribulopes”) are not required to have the identifier (the contents of the envelopes must have the identifier but it is not required on the envelope).
- Envelopes used to solicit contributions (“contribulopes”) are required to include the “paid for by” identifier.
- Thank You notes require the identifier (unless they are smaller than 3.5 inches x 5.0 inches).
- Telephone polls are required to include an identifier. If the poll is done electronically by phone, the “paid for by” identifier must be included in the recorded message. If the phone poll is conducted by a person, that person must, if asked, provide the “paid for by” identifier orally to the individual that they are calling.
- T-shirts do not require the identifier.
- Campaign yard signs require the identifier.
- Bumper stickers require the identifier.
- Don't forget to put the proper statements on ad copy before you send it to the printers. Newspaper, radio, and TV personnel may or may not remind you if you forget.
- The name of a subcommittee of a campaign committee may not be used to identify advertising 2 AAC 50.302.
- In the case of shared campaign advertising, the identifier need include only the *name* of each participant sharing the cost. The addresses do not need to be included
- When a person pays for an advertisement after consulting with a campaign, he or she makes a non-monetary contribution to that campaign. This kind of advertisement must be identified.
- Websites (Facebook, You Tube, etc) and emails must include an identifier. Even though the cost of the email may be negligible, a paid for by identifier must be included because the communication is meant to influence the election

Penalties and Remedies for Missing Identifiers

The law provides that a candidate may be assessed a **penalty of up to \$50** per day for failure to include a correct “paid for by” on a political ad. If you are uncertain if a communication requires the identifier, please contact APOC staff to be sure that you comply with the reporting requirements. If you realize that you have inadvertently left an identifier off of a communication, contact APOC staff immediately and report the error. There are steps that you must take as soon as possible after discovering the error to minimize the repercussions to your campaign.

Please contact APOC Staff if you have any questions about this or other reporting responsibilities and requirements.

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You may also visit the APOC Website at
www.doa.alaska.gov/apoc