

## **EXAMPLES OF “PAID FOR BY” IDENTIFIERS REQUIRED BY SENATE BILL 284**

**DISCLAIMER:** The following examples are for informational/educational purposes only. Every situation is different and the “paid for by” requirements of your specific circumstances may not be addressed in these examples. Contact APOC staff if you have any questions. You may also request a formal advisory opinion from the commission under AS 15.13.374.

Scenario 1: Oil Company A makes an independent expenditure for a television commercial in support of a ballot initiative from its political activities account that comes from its general treasury. The company’s disclaimer for this is:

“This communication was paid for by Oil Company A of Anchorage, Alaska. I am John Doe, President of Oil Company A and I approve this message.”

*There is no need in this instance to identify the top contributors because the expenditure comes from the general treasury and is not a result of a specific solicitation or contribution for the ballot initiative.*

**Note:** If the television advertisement contains an audio component, the statement “This communication was paid for by Oil Company A of Anchorage, Alaska” must be read aloud.

Scenario 2: Oil Company A makes an independent expenditure for a newspaper advertisement in support of a ballot initiative from its political activities account that comes from its general treasury. The company’s written disclaimer for this is:

“This communication was paid for by Oil Company A of Anchorage, Alaska. I am John Doe, President of Oil Company A and I approve this message.”

*There is no need in this instance to identify the top contributors because the expenditure comes from the general treasury and is not a result of a specific solicitation or contribution for the ballot initiative.*

Scenario 3: Alumni Association A makes independent expenditures for newspaper and magazine advertisements in support of a ballot initiative from its political activities account with funds it has solicited via a mass mailing to its members asking for contributions to support the initiative. Funds for the expenditures are also generated from a place on the Association’s web site asking for contributions to support the initiative. The Association’s disclaimer for any expenditure paid for by these contributions is:

“This communication was paid for by Alumni Association A of Fairbanks, Alaska. I am Mary Smith, President of Alumni Association A and I approve this message. The top contributors of Alumni Association A are Shirley Smith of Fairbanks, Alaska, Carey Doe of Juneau, Alaska, and Daniel Makey, of Houston, Texas.”

Scenario 4: Alumni Association B makes independent expenditures for a television advertisement in support of a candidate from its political activities account that comes from its general treasury, which is comprised of general contributions from its membership. The Association’s disclaimer for this is:

“This communication was paid for by Alumni Association B based in Juneau, Alaska. I am Mary Smith, President of Alumni Association B and I approve this message. This notice to voters is required by Alaska law. We certify that this advertisement is not authorized, paid for, or approved by the candidate.”

*There is no need in this instance to identify the top contributors because the expenditure comes from the general treasury and is not a result of a specific solicitation or contribution for the ballot initiative.*

**Note:** If the television advertisement contains an audio component, the statement “This communication was paid for by Alumni Association B based in Juneau, Alaska.” must be read aloud.

Scenario 5: Cruise Ship Company Z makes independent expenditures for a radio advertisement supporting a candidate in an election from its political activities account with funds it has solicited via a request for contributions seeking to support the candidate in a speech made at an industry meeting. The company also receives contributions for this independent expenditure from a number of donors who make it clear both on their checks and in an accompanying letter that the money is being donated for use in ads supporting the candidate. The Cruise ship’s disclaimer for any expenditure paid for by these contributions is:

“This communication was paid for by Cruise Ship Company Z. The top contributors of Cruise Ship Company Z are Shirley Smith, Carey Doe, and Daniel Makey. This notice to voters is required by Alaska law. We certify that this advertisement is not authorized, paid for, or approved by the candidate.”

Scenario 6: Alaskans for Cats makes independent expenditures for an online print advertisement opposing a ballot initiative from its political activities account which is comprised of funds it has solicited via a request for contributions seeking to oppose the initiative. The group’s disclaimer for these independent campaign expenditures is:

“This communication was paid for by Alaskans for Cats, based in Ketchikan, Alaska. I am Henry Hull, chairman of Alaskans for Cats and I approve this message. The top contributors of Alaskans for Cats are: People for the Ethical Treatment of Animals, based in Anchorage, Alaska, Petco, Inc., based in Fairbanks, Alaska, and Henry Hull of Ketchikan, Alaska.”