

Printed State Political Advertisements in Newspapers

		Types of Advertisements				
		A	B	C	D	E
		paid for by a candidate <u>or</u> a candidate committee	paid for by an individual acting alone	paid for by a PAC, Super PAC, <u>or</u> Political Party Committee	paid for by a Ballot Question Committee	paid for by an unregistered group
1	Identification Statement	<ul style="list-style-type: none"> • name of payor <u>[and]</u> • address of payor 	not required by statute, but we <u>strongly encourage</u> : <ul style="list-style-type: none"> • name of payor <u>[and]</u> • address, phone number, <u>or</u> email address of payor 	<ul style="list-style-type: none"> • name of payor <u>[and]</u> • address of payor 	<ul style="list-style-type: none"> • name of payor <u>[and]</u> • address of payor 	<ul style="list-style-type: none"> • name of payor <u>[and]</u> • address of payor
2	Authorization Disclaimer Statement	paid for by name of payor	not applicable	not authorized by any candidate committee {if it is a candidate related independent expenditure}	not applicable	not authorized by any candidate committee {if it is a candidate related independent expenditure}
3	Regulated Funds Disclaimer Statement	not applicable	not applicable	paid for with regulated funds	paid for with regulated funds	Not Applicable
4	Examples	VOTE FOR ASHLEY! <ul style="list-style-type: none"> • Paid for by the Committee to Elect Ashley • 123 Politics Avenue Lansing, MI 48933 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> • Paid for by Leslie Johnson • 142 Politics Avenue • 555-555-5555 • leslie@email.com 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> • Paid for with regulated funds by the Greatest Committee • 456 Politics Avenue Lansing, MI 48933 • Not authorized by any candidate committee {if it is a candidate related independent expenditure} 	VOTE YES ON PROPOSAL Z! <ul style="list-style-type: none"> • Paid for with regulated funds by the 2nd Greatest Committee • 789 Politics Avenue Lansing, MI 48933 	VOTE YES ON PROPOSAL Z! <ul style="list-style-type: none"> • Paid for by the Greatest Group • 135 Politics Avenue Lansing, MI 48933 • Not authorized by any candidate committee {if it is a candidate related independent expenditure}

Printed Federal Political Advertisements in Newspapers

		Types of Advertisements					
		A	B	C	D	E	F
		<ul style="list-style-type: none"> paid for by a candidate <u>or</u> an authorized candidate committee {and} authorized by a candidate <u>or</u> an authorized candidate committee 	<ul style="list-style-type: none"> paid for by a party committee via a coordinated party expenditure {and} released <u>before</u> the party's candidate is nominated 	<ul style="list-style-type: none"> paid for by a party committee via a coordinated party expenditure {and} released <u>after</u> the party's candidate is nominated {and} authorization language depends on whether authorization was given 	<ul style="list-style-type: none"> paid for by a party committee via an independent expenditure {and} authorization language depends on whether authorization was given 	<ul style="list-style-type: none"> paid for by someone who is <u>not</u> the candidate <u>and</u> who is <u>not</u> an authorized committee of the candidate {and} <u>is</u> authorized by the candidate <u>or</u> an authorized candidate committee 	<ul style="list-style-type: none"> paid for by an individual, a group, a political committee, a corporation, <u>or</u> a labor organization {and} <u>not</u> authorized by a candidate <u>and not</u> authorized by an authorized candidate committee
1	Disclaimer Information	paid for by the payor	paid for by the party committee	<ul style="list-style-type: none"> paid for by the party committee {and either} authorized by the candidate <u>or</u> an authorized candidate committee {or} <u>not</u> authorized by any candidate or any candidate's authorized committee 	<ul style="list-style-type: none"> paid for by the party committee <u>not</u> authorized by any candidate or any candidate's authorized committee {or} authorized by a candidate or a candidate's authorized committee 	<ul style="list-style-type: none"> paid for by the payor authorized by a candidate <u>or</u> an authorized candidate committee 	<ul style="list-style-type: none"> payor's: <ul style="list-style-type: none"> full name <u>and</u> permanent address, {or} telephone number, {or} website address {and} <u>not</u> authorized by any candidate or any candidate's committee
2	Examples	VOTE FOR ASHLEY! <ul style="list-style-type: none"> Paid for by the Ashley for U.S. Senate Committee 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> Paid for by the QRS State Party Committee 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> Paid for by the QRS State Party Committee {and either} Authorized by Ashley for U.S. Senate Committee {or} Not authorized by any candidate or any candidate's authorized committee 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> Paid for by the QRS State Party Committee {and} Not authorized by any candidate or any candidate's authorized committee 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> Paid for by Pizza Enthusiasts of America {and} Authorized by Ashley for U.S. Senate Committee 	VOTE FOR ASHLEY! <ul style="list-style-type: none"> Paid for by Pizza Enthusiasts of America (357 Politics Avenue, Lansing, MI 48933) {and} Not authorized by any candidate or any candidate's committee

Election Checklist for Newspapers

- Newspapers should make policies stating that AI-created political ads must contain a disclosure. This disclosure must state that the AI-advertisement was generated in whole or substantially by artificial intelligence. In addition, these newspapers should provide all their political advertisers of the new disclosure policy.
- Newspapers do not have to accept political ads, allow politicians access to their news columns, or run letters to the editor.
- You can't charge higher rates for political ads than you would charge other advertisers for the same space under similar conditions. If you run ads for more than one candidate, all candidates must be treated equally.
- Don't offer/charge different rates for different candidates. The difference between the regular rate and the lower rate can be viewed as an in-kind political contribution and a violation of campaign finance laws.
- You can offer volume discounts if the volume discount is offered to all candidates.
- Nothing prevents the advertiser from including in the ad the name and address of the person/entity paying for the ad. And nothing prevents the newspaper from requiring that people place in their private independent ads the name and address of those paying for the ad.
- Political advertisers want their ad copy to be kept confidential prior to publication. So make sure that any employees involved in the ad (e.g., sales and newsroom) take appropriate steps to maintain confidentiality.
- You are responsible for the content of any political ad you publish. Candidates may sue the newspaper rather than the opposing candidate (or the person who placed the ad) when a mistake is made. So you must do your best to ensure the accuracy of the assertions in the ad:
 - If you have a question as to where information in the ad came from (i.e., "candidate B is a known thespian"), call the person placing the ad and ask them for the source of their information (like a playbill) that can be reviewed/referenced in the ad.
 - You can talk to the newsroom – they often know a lot about the candidates they are covering (but be careful to maintain confidentiality).
- Watch for last-minute changes designed to take advantage of your deadlines. Weekly papers with early deadlines are particularly vulnerable.
- If you have any questions, please contact Lisa McGraw at 517-372-2424 or lisa@michiganpress.org.