

KY KREF

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Frequently Asked Questions About Political Advertising

- **What Constitutes a Political Advertisement?**

Political Advertising is any advertisement advocating the election or defeat of any candidate, political party, or public issue.

Political Advertising would NOT include the announcement of a fish fry sponsored by the Boyd County Young Republicans... unless the ad stated that the fish fry is also a rally to raise funds for or to elect Candidate Joe Smith.

- **What Constitutes a Correct Political Advertising Disclaimer?** Per KRS 121.190(1): All advertising advocating the election or defeat of any candidate shall be identified by the words "paid for by" followed by the name and address of the individual or committee which paid for the advertising; except that if paid for by a candidate, or campaign committee, it shall be identified only by the words "paid for by" followed by the name of the candidate or campaign committee.

For television and radio broadcasts, compliance with Federal Communication Commission regulations regarding sponsored programs and broadcasts by candidates for public office shall be considered compliance with this section.

**Paid for by Candidate
is NEVER an appropriate disclaimer!**

- **Examples of Correct Political Advertising Disclaimers:**

1. Candidate Joe Smith or someone from the Joe Smith Campaign Committee purchases an ad:

**Paid for by Joe Smith or
Paid for by Committee to Elect Joe Smith**

2. A group of candidates purchases an ad which clearly identifies the office each candidate seeks:

**Paid for by
Joe Smith, Sally Smith, Mary Contrary, James Jones, Billy Jack,
Phil Simpson, Polly Carter, and Lilly Adams**

In this instance, each candidate/campaign must write a check directly to the newspaper for his/her portion of the ad cost. One candidate is NOT allowed to pay for the entire ad and later have the other candidates reimburse that candidate.

3. A Franklin County Executive Committee purchases an ad:

**Paid for by
Franklin County Democratic Executive Committee
300 Frankfort Avenue
Frankfort, KY 40601**

4. Private citizen Jane Smith purchases an ad to support a candidate:

**Paid for by
Jane Smith
700 Walnut Street
Frankfort, KY 40601**

5. Jane Smith and her two sisters purchase an ad to support a candidate:

PAID FOR BY

Jane Smith	Mary Smith	Sara Smith
700 Walnut Street	22 Maple Street	41 Oak Street
Frankfort, KY 40601	Frankfort, KY 40601	Frankfort, KY 40601

This document is intended as a general reference tool and in no way supersedes statutory law or administrative regulations promulgated by the Registry. The Registry recommends a complete reading of the campaign finance laws contained in KRS Chapters 121 and 121A, and the rules contained in Kentucky Administrative Regulations Title 32.