

NOTICE TO FILERS

CHANGES TO NYS ELECTION LAW

RELATING TO POLITICAL

ADVERTISEMENTS

As a result of the passage of A4668/S4910 as Chapter 454 of the Laws of 2019 all candidates and political committees should be aware that all political communications (i.e. political advertisements) must contain a disclosure identifying the political committee that paid for the political communication, as follows:

- All political communications must identify the political committee paying for the advertisement or communication in a clear and prominent manner to read or be spoken as follows: “Paid for by [the name of the political committee making the expenditure].” Election Law §14-106(2).
- The disclosure shall be required on all modes of political communications including, but not limited to, brochures, flyers, posters, mailing, or internet advertisements, radio, television, and automated telephone calls.
- Promotional items which support a particular candidate, election or ballot measure or issue and limit the content to the name, office and brief message of support are exempt from this requirement. Promotional items are items of nominal value that are distributed to the general public including, but not limited to, pens, bumper stickers, yard signs, buttons, shirts, bags or balloons. Election Law §14-106(3).
- Digital media which limits the content of communication to name, office and brief message and which is unable to contain the “paid for by” statement due to its small size may comply with this requirement by containing a link to another webpage where the “paid for by” statement is prominently displayed. Election Law §14-106(4).
- Independent Expenditure committees must comply with this requirement in addition to existing disclosure requirements regarding political communications for such committees. Election Law §14-107(2).
- Applies to all political communications made on or after January 1, 2020.