

Disclaimer Rules

Public communications that expressly advocate the election or defeat of a federal candidate

If independent:

Paid for by [name of party committee], [street address, phone number, or website], not authorized by any candidate or candidate's committee

If coordinated:

Paid for by [name of party committee], authorized by [name of candidate]

Disclaimer should be at least 12-pt font and in printed box

Printed communications that expressly advocate the election or defeat of a nonfederal candidate¹

If independent:

Paid for by [name of party committee]. Not authorized by a candidate.

If coordinated:

Paid for by [name of party committee]. Authorized by [name of candidate], candidate for [list office]

Disclaimer should be at least 7-pt font.

Television communications that expressly advocate the election or defeat of a nonfederal candidate

Written disclaimer at beginning or end of ad (for 4 seconds):

Paid for by [name of party committee].

Spoken disclaimer by CEO or treasurer of party committee, accompanied by full-screen image of CEO/treasurer (either photographic or actual appearance), at any point in ad:

The [name of party committee] sponsored this ad.

Radio communications that expressly advocate the election or defeat of a nonfederal candidate

Spoken disclaimer by CEO or treasurer of party committee at beginning or end of ad, lasting at least two seconds:

This ad was paid for by [name of party committee].

¹ These rules presume that the party committee is registered with the Virginia Department of Elections as a political committee. If they are not, different rules would apply and an attorney should be consulted.

Paid “campaign telephone calls”²

Sometime before the end of the call:

Paid for by [name of party committee], [Virginia Dep’t of Elections ID #]

Additional disclaimers are required for automated telephone calls. Additional federal and state laws apply to automated (robo) calls. Failure to comply with these laws can result in serious penalties. A party committee should not sponsor automated calls without a thorough review by counsel.

² A paid “campaign telephone call” is one made (i) to 25 or more telephone numbers, (ii) during the 180 days before a general or special election or during the 90 days before a primary or other political party nominating event, (iii) conveying or soliciting information relating to any candidate or political party participating in the election, primary or other nominating event.