

ARKANSAS ETHICS COMMISSION

Post Office Box 1917
Little Rock, Arkansas 72203-1917
(501) 324-9600 Fax (501) 324-9606
Toll Free (800) 422-7773

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Chairman

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Vice Chairman

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MEMORANDUM

FROM: Arkansas Ethics Commission

RE: New Disclosure Requirements for Printed Campaign Materials - 2018 Election Cycle

DATE: August 18, 2017

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Act 787 of 2017 amended Ark. Code § 7-6-228 (which concerns campaign signs and materials) to add an additional subsection which reads as follows:

Campaign signs, campaign literature, and other printed campaign materials under this section shall clearly contain the words "Paid for by" followed by the name of the candidate, committee, or person who paid for the campaign sign, campaign literature, or other printed campaign materials.

"Printed campaign materials" means:

- (i) Literature mailed to an elector that is intended to or calculated to influence the vote of an elector in an election in this state, including without limitation signs, banners, flyers, and pamphlets; and
- (ii) Yard signs and push cards intended to or calculated to influence the vote of an elector in an election in this state.

"Printed campaign materials" does not mean political paraphernalia, including without limitation stickers, buttons, pens, T- shirts, nail files, or other similar trinkets.

This new requirement applies only to campaign signs, campaign literature, and other printed campaign materials created by or sponsored by a political candidate or the campaign of a political candidate.

A candidate running for reelection to the same office he or she currently holds who possesses or creates a campaign sign, campaign literature, or other printed campaign material that does not comply with this Act is exempt from compliance with this act if the campaign sign, campaign literature, or other printed campaign material was created before the effective date of this Act (August 1, 2017).