

# Campaign Finance Disclosure Law

## “Printed Matter”

Missouri’s Campaign Finance Disclosure Law is found in Chapter 130 of the Revised Statutes of Missouri, 2000. The disclaimer law requires any printed matter pertaining to a candidate for public office or any ballot measure, identify in a clear and conspicuous manner the person who paid for the printed matter with the words “Paid for by” followed by the proper identification of the sponsor pursuant to this section.

## What is “Printed Matter”

For the purposes of this section, “printed matter” shall be defined to include any pamphlet, circular, handbill, sample ballot, advertisement, including advertisements in any newspaper or other periodical, signs, including signs for display on motor vehicles, or other imprinted or lettered material;

## Excluded “Printed Matter”

but “printed matter” is defined to exclude materials printed and purchased prior to May 20, 1982, if the candidate or committee can document that delivery took place prior to May 20, 1982; any sign personally printed and constructed by an individual without compensation from any other person and displayed at that individual’s place of residence or on that individual’s personal motor vehicle; any items of personal use given away or sold, such as campaign buttons, pins, pens, pencils, book matches, campaign jewelry, or clothing, which is paid for by a candidate or committee which supports a candidate or supports or opposes a ballot measure and which is obvious in its identification with a specific candidate or committee and is reported as required by this chapter; and any news story, commentary, or editorial printed by a regularly published newspaper or other periodical without charge to a candidate, committee or any other person.

## Credit Lines Required In All Political Ads

All printed matter should contain one of the following types of credit lines, depending upon who or what paid for the matter, and all credit lines should begin with “Paid for by”.

(1) In regard to any printed matter paid for by a candidate from the candidate’s personal funds, it shall be sufficient identification to print the first and last name by which the candidate is known. **EXAMPLE CANDIDATE: Paid for by John Doe**

(2) In regard to any printed matter paid for by a committee, it shall be sufficient identification to print the name of the committee as required to be registered by subsection 5

of section 130.021 and the name and title of the committee treasurer who was serving when the printed matter was paid for.

**EXAMPLE CANDIDATE COMMITTEE**

**Paid for by Friends of John Doe**

**Joe Smith, Treasurer**

**EXAMPLE CAMPAIGN COMMITTEE**

**Paid for by Committee to elect John Doe for Governor**

**Joe Smith, Treasurer**

**EXAMPLE CONTINUING COMMITTEE**

**Paid for by the 5th Ward Group**

**Joe Johnson, Treasurer**

**EXAMPLE POLITICAL PARTY COMMITTEE**

**Paid for by the Bingham County Republican Central Committee**

**Bill Jones, Treasurer**

(3) In regard to any printed matter paid for by a corporation or other business entity, labor organization, or any other organization not defined to be a committee by subdivision (7) of section 130.011 and not organized especially for influencing one or more elections, it shall be sufficient identification to print the name of the entity, the name of the principal officer of the entity, by whatever title known, and the mailing address of the entity, or if the entity has no mailing address, the mailing address of the principal officer.

**EXAMPLE BUSINESS, CORPORATION OR LABOR ORGANIZATION**

**Paid for by ABC Corporation**

**Edward Smith, President**

**P. O. Box 0000**

**Hillcrest City, MO 00000**

(4) In regard to any printed matter paid for by an individual or individuals, it shall be sufficient identification to print the name of the individual or individuals and the respective mailing address or addresses, except that if more than five individuals join in paying for printed matter it shall be sufficient identification to print the words "For a list of other sponsors contact:" followed by the name and address of one such individual responsible for causing the matter to be printed, and the individual identified shall maintain a record of the names and amounts paid by other individuals and shall make such record available for review upon the request of any person. No person shall accept for publication or printing nor shall such work be completed until the printed matter is properly identified as required by this subsection.

### **EXAMPLE INDIVIDUALS (UP TO FIVE)**

**Paid for by Tom Jones**

**Route 1, Hill City, MO 00000**

**and Margaret Smith, Box 21**

**South Bend, MO 0000**

### **EXAMPLE INDIVIDUALS (MORE THAN FIVE)**

**Paid for by: For a list of other sponsors contact:**

**Tom Jones, Route 1, Hill City, MO 00000**

9. Any broadcast station transmitting any matter relative to any candidate for public office or ballot measure as defined by this chapter shall identify the sponsor of such matter as required by federal law.

10. The provisions of subsection\* 8 or 9 of this section shall not apply to candidates for elective federal office, provided that persons causing matter to be printed or broadcast concerning such candidacies shall comply with the requirements of federal law for identification of the sponsor or sponsors.

11. It shall be a violation of this chapter for any person required to be identified as paying for printed matter pursuant to subsection 8 of this section or paying for broadcast matter pursuant to subsection 9 of this section to refuse to provide the information required or to purposely provide false, misleading, or incomplete information.

### **Missouri Press Service suggests the following:**

1. Provide a copy of these disclosure laws to your advertising personnel who are selling political advertising.
2. Have a copy at your front desk to answer disclosure questions by candidates.
3. Suggest that candidates sign a waiver that says "I take full responsibility for the candidate advertising material being placed in this newspaper."