

ELECTION AND REFERENDA ADS, EDITORIAL AND PROGRAMME CONTENT

WHO DOES WHAT?



TV and radio
party & candidate
ads and
programme
content

Paid party &
candidate ads in
other media.
Paid referenda &
third party
election ads in all
media



Advertiser identity
/ promoter
statement issues /
expenditure limits

Print / digital news
sites
Editorial content

ELECTION AND REFERENDA ADS, EDITORIAL AND PROGRAMME CONTENT

WE ARE HERE TO HELP

EXAMPLES OF ISSUES

Advertiser identity not clear

TV/Radio programme about election issues

Location of party hoardings in local area

Social media sponsored post

TV/Radio ad from candidate

News website opinion piece on election outcome

Lobby group ad on election issue

Expenditure limits on election & referenda advertising

Print story on political party policies

TV/Radio ad for political party

Print/outdoor/cinema ad from party or candidate

CONTACT

Electoral Commission

Broadcasting Standards Authority

Local Council

Advertising Standards Authority

Broadcasting Standards Authority

NZ Media Council

Advertising Standards Authority

Electoral Commission

NZ Media Council

Broadcasting Standards Authority

Advertising Standards Authority

www.bsa.govt.nz

www.asa.co.nz

www.elections.nz

www.mediacouncil.org.nz