

GENERAL LOCAL ELECTIONS AND THE 2018 REFERENDUM ON ELECTORAL REFORM – WHAT CANDIDATES AND ELECTOR ORGANIZATIONS NEED TO KNOW

The campaign periods of the 2018 General Local Elections and the 2018 Referendum on Electoral Reform overlap. This means that there are advertising rules for both events that local candidates and elector organizations need to know.

If a local candidate or elector organization sponsors election advertising that takes a position on the referendum, that advertising must follow the *Local Elections Campaign Financing Act's* rules about election advertising. Such advertising must include sponsorship information and is subject to the campaign period expense limit.

Local candidates and elector organizations can apply to register as a referendum advertising sponsor. However, their referendum advertising must not include anything that promotes or opposes, directly or indirectly, a candidate or elector organization.

Candidates who are acting as their own financial agent cannot sponsor or conduct referendum advertising. Sponsorship information on referendum advertising requires the name of the sponsor. If the candidate is their own financial agent, having their name on the referendum advertising would promote the candidate.

Free internet messages and websites, including free social media posts on Facebook and Twitter, are not referendum advertising, so local candidates and elector organizations do not have to register as a referendum advertising sponsor to engage in **free** social media activities.

Local candidates can give interviews, write editorials and letters to the editor and give speeches about the referendum without being registered as a referendum advertising sponsor.

For more information, phone 1-800-661-8683
or email electoral.finance@elections.bc.ca.