

2018 Referendum on Electoral Reform

Media Guidelines

The Electoral Reform Referendum 2018 Regulation establishes rules for referendum advertising. Those rules are similar to the election advertising rules in the *Election Act*.

What is referendum advertising

The referendum campaign period runs from July 1 to November 30, 2018. During that period, advertising that promotes or opposes, directly or indirectly, a specific response to a referendum question is referendum advertising. Referendum advertising does not include:

- news, editorials, interviews, columns, letters, debates, speeches or commentaries published without charge in a bona fide periodical or a radio or television program;
- messages transmitted on the internet that do not, and would not normally have a placement cost (e.g. websites, free Facebook posts or other free social media posts);
- the distribution or promotion of the sale of a book, for no less than its commercial value, if the book was planned to be made available to the public regardless of whether there was to be a referendum;
- documents sent by a person or group to their members, employees or shareholders; or
- the transmission by an individual, on a non-commercial basis, on the internet, or by telephone or text messaging, of their personal views respecting the referendum.

Who may sponsor referendum advertising

Only the designated opponent and proponent groups and individuals and organizations registered with Elections BC as referendum advertising sponsors may sponsor referendum advertising.

A current list of [registered referendum advertising sponsors](#), as well as the [designated opponent and proponent groups](#) are available on Elections BC's website (elections.bc.ca).

Conditions for publishing or transmitting referendum advertising

Media outlets must not sponsor, or publish, broadcast or transmit, referendum advertising unless it:

- identifies the name of the sponsor, and in the case of a numbered corporation or unincorporated organization, includes the names of the organization and a director or principal officer;
- indicates that the sponsor is registered;

- indicates that the advertisement is authorized by the sponsor; and
- includes a BC telephone number or mailing address where the sponsor can be contacted.

Examples:

- Authorized by Jane Doe, registered sponsor, 250-234-5678
- Authorized by Good Guys Club, registered sponsor, Jane Doe, 123 Main St, Victoria BC, V1B 2C3

For internet advertising, the authorization statement is not required to be contained within the advertising itself if selecting the advertising (i.e., clicking, finger-tapping) sends the viewer to a website, landing or profile page which contains the required authorization statement.

For more information
Phone Toll-free 1-800-661-8683 / TTY 1-888-456-5448
or contact

Elections British Columbia
Mailing Address:
PO Box 9275 Stn Prov Govt, Victoria BC V8W 9J6
Phone: 250-387-5305
Fax: 250-387-3578
Toll-free Fax: 1-866-466-0665
Email: electoral.finance@elections.bc.ca
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