

# ELECTION 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 third party election ads in all media



- Promoter statements / Authorisation / Expense limits



- Print / digital news sites
- Editorial content

### AUTHORISED BY:

KARL LE QUESNE,  
Electoral Commission,  
34 Manners St, Wellington

STACEY WOOD,  
Broadcasting Standards Authority,  
119 Ghuznee St, Wellington

HILARY SOUTER  
Advertising Standards Authority Inc,  
asa@asa.co.nz

KATRINA REINSFIELD  
New Zealand Media Council,  
info@mediacouncil.org.nz

# ELECTION ADS, EDITORIAL AND PROGRAMME CONTENT

## WE ARE HERE TO HELP

### EXAMPLES OF ISSUES

### CONTACT



Advertiser identity not clear

Electoral Commission



TV/Radio programme about election issues

Broadcasting Standards Authority



Location of party hoardings in local area

Local Council



Social media sponsored post

Advertising Standards Authority



TV/Radio ad from candidate

Broadcasting Standards Authority



News website opinion piece on election outcome

NZ Media Council



Lobby group ad on election issue

Advertising Standards Authority



Expenditure limits on election

Electoral Commission



Print story on political party policies

NZ Media Council



TV/Radio ad for political party

Broadcasting Standards Authority



Print/outdoor/cinema ad from party or candidate

Advertising Standards Authority