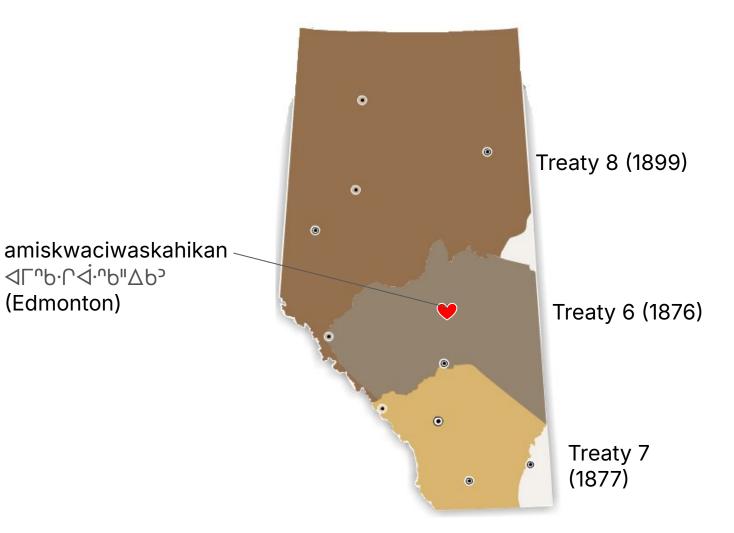
Virtual Information Session 2025 Edmonton Election Election Advertising Period

Date: April 15, 2025









Introductions





Aileen Giesbrecht Returning Officer Kristi MacNeil Edmonton Elections



Agenda

- Overview Role of Edmonton Elections
- Election Advertising Period
- Third-Party Advertisers
- Questions email to elections@edmonton.ca
- Staying Connected



Edmonton Elections

Non-partisan entity within the Office of the City Clerk. Responsible for planning and executing the Edmonton Election on behalf of:

- City of Edmonton
- Edmonton Public Schools
- Edmonton Catholic School Division

Election Advertising







Election Advertising

- Promotions or advertisements that support or oppose:
 - A candidate
 - A position on an official municipal issue that would be subject to a vote
- Includes:
 - Broadcast media
 - Electronic media
 - Print media



What is NOT considered Election Advertising

- An editorial, debate, speech, interview, column, letter, commentary or news
- Communications shared to members, employees or shareholders of a company or group
- Views of an individual, corporation or group shared on the internet in a non-commercial basis
- Telephone calls to electors ONLY to encourage electors to vote
- Distribution of a pre-planned book



Election Advertising Period

May 1 - October 20, 2025

- Third-party advertisers can actively seek contributions and promote and/or advertise
- Edmontonians can expect to see increased advertisements





Third-Party Advertiser (TPA)

- Advertise during the election advertising period
- Spend (or intend to spend) \$1,000, or accept a minimum of \$1,000
- An individual, a group or a corporation
- Must be living or operating in Alberta
- Can't be affiliated with or collude with candidates, political parties or slates





Registered TPA	Other Third Parties
Spends or receives more than \$1,000 for printing brochures to support a candidate	 Spends or receives less than \$1,000 for materials promoting a candidate
Purchases ad space in a local newspaper supporting or opposing a candidate	 Write an opinion article for the Edmonton Journal that supports or opposes a candidate
Host an event to fundraise and promote a candidate	• Host an all-candidate forum



How to Register as a TPA

Everyone

• Form 27: Registration of a Third Party

If the TPA has a governing body

• Resolution authorizing advertising expenses

Groups

- Membership/Principal Officers' List
- Resolution to act as a TPA

Corporations only

• Proof of Alberta registration

Expense and Contribution limits



Third-Party Advertiser Expense Limit (May 1, 2025 to October 20,	\$505,449.50
2025)	

Entity	Contribution Limit
Individuals, corporation,	\$5,000 per election
trade union or Alberta	advertising period to each
employee organization	registered third party





Election Advertising Guidelines

- Must include name and contact information, and state that the TPA authorizes the advertising
- For broadcast or electronic media, TPA name and contact info must be stated at the beginning
- For telephone messages:
 - Display TPA's phone number on call display
 - State name at the beginning
 - Authorized statement
 - Provide contact phone number at the end
- Guidelines established by Municipal Affairs



Financial Disclosures

- Deadline: March 2, 2026
 - Contributions for election advertising
 - Election advertising return
 - Late filing fee \$500
- Fines for non-compliance with the legislation
 - Up to \$10,000 for individuals
 - Up to \$100,000 for groups and corporations
- Registration can be cancelled if a TPA fails to meet financial filing obligations





- Not allowed to transmit advertising at voting stations
- Cannot accept or spend contributions from an ineligible contributor
- Must maintain an election advertising account and issue receipts for every contribution
- Must not incur advertising expenses that exceed the expense limit determined by the regulations



Complaints

Complaints relating to third-party advertisers are handled by the Election Alberta's Election Commissioner.

- <u>complaints@elections.ab.ca</u>
- By phone at 780.644.1250 or toll free 310-0000 then 780.644.1250
- Visit <u>www.elections.ab.ca/complaints</u>



Email questions to elections@edmonton.ca



How to Stay Informed

- Follow @EdmElections on X
- Regularly check <u>edmonton.ca/elections</u>
- Email questions to <u>elections@edmonton.ca</u>
- Sign up for our e-newsletter**

Thank you.



(::)