



OKLAHOMA
Ethics Commission

CANDIDATE COMMITTEES

REQUIRED DISCLOSURE LANGUAGE: SIGNS, ADS, MAILINGS, ETC.

Campaign advertisements & communications (broadcast or printed) may require a disclosure statement. The following information shows some, but not all, common items involved with candidate committees & whether a disclosure is required.

PRINTED/ELECTRONIC ADVERTISEMENT DISCLOSURE

The exact following language must be included in a Candidate Committee advertisement made via electronic or other printed medium either orally or in writing:

“Authorized and Paid for by [Insert Committee Name*]”

***Election year is part of the Committee name.**



Disclosures must be of **sufficient size** and **contrast** to be clearly readable by the intended recipient

This:



Authorized and Paid for by
John Doe for Senate 2024

NOT these:



Authorized and Paid for by
John Doe for Senate 2024



Paid for and Authorized by
John Doe for Senate 2024



Paid for by John Doe for
Senate 2024

***Reusable Materials: Only** printed advertisements that are capable of re-use in another campaign are not required to include the election year in the disclosure.

REQUIRES THE DISCLOSURE

	Newspaper, Magazine & Internet Ads	
	Video Ads	
	Mailings	
	Website	
	Banners & Signs (Larger than 18"x24")	
	Handbills/Flyers	
	Door Hangers	

Advertisements as Contributions

When a contributor is coordinating an ad buy for/with a candidate committee, this is an ad requiring the disclosure language and candidate approval. In these instances the contributor should make a **direct monetary** contribution to the committee.

- The committee must issue a check to the advertiser, and ensure the disclosure is included.
- The candidate committee will report this as a monetary contribution from the contributor and an expenditure by the candidate committee.

DOES NOT REQUIRE THE DISCLOSURE:

	T-shirts & Hats	NO ACTION REQUIRED
	Yard Signs (18"x24" or smaller)	NO ACTION REQUIRED
	Bumper Stickers	NO ACTION REQUIRED
	Campaign Buttons	NO ACTION REQUIRED

CANDIDATE COMMITTEES: CAMPAIGN EXPENSES

Contributions accepted by a candidate and a candidate committee may be used for the following types of expenditures:

- **Ordinary & Necessary campaign expenses:** expenses that would not exist but for the campaign.
- **Officeholder expenses:** (apply only to elected officials) and are limited to the amount transferred forward from the committee for the term of office they are currently serving, not the term they are seeking re-election to. These expenses are expenses required because of the office held and are unique to the office not the officeholder.
- **Surplus funds:** funds remaining in a campaign after the race for the candidate is decided.
- **Contributions to other State level candidates:** Campaign limits apply (dependent on original committee limits).

Contributions shall **not** be spent for “personal use” which is “any use of funds to fulfill a commitment, obligation, or expense of any person that would exist irrespective of a committee’s activities or holder of elective state office.”

Cash withdrawals from the campaign checking account are prohibited. Expenses may only be made via check or debit card from a candidate committee account. Rule 2.95.

EXAMPLES OF PERMISSIBLE ORDINARY AND NECESSARY CAMPAIGN EXPENSES

Political Party Event Entry or Services Only. <u>Example:</u> Party X hosts a dinner event and charges \$100 per ticket although Party X’s cost is \$25/person. The candidate committee may pay \$25 but not \$100. No contribution may be made to a Political Party Committee until the candidate’s race is decided.	Vehicle Travel: include dates, # of miles traveled, purpose and reimbursement rate for 2026 (\$0.725 or less). <u>Example:</u> 1,320 miles @ \$0.725 for Jan. and Feb. for campaign travel. <i>*Note: The reimbursement rate changes in accordance with the State Travel Reimbursement Act rates.</i>
Campaign Consulting Fees: report with description of type of consulting. <u>Example:</u> Strategic, Fundraising or Media consulting.	Modestly Valued Campaign Related Goods for Contributors and Volunteers. <u>Examples:</u> shirts, hats, bumper stickers or goods with campaign logo/slogan
Office Supplies and Equipment (Assets must be sold at the close of committee.)	Food and Beverages Related to Campaigning: door knocking, watch party, envelope stuffing, etc.
Legal Fees for the campaign	Campaign Office Rent
Advertising	Online Merchant Processing Fees
Staff Salaries: Report such expense by staff member’s name	Individual Memberships in Civic or Charitable Organizations: <i>does not include lifetime memberships</i>
Bookkeeping or Accounting Services	Loan Payments: Only for properly executed loans. For candidates, this requires loan documents signed by lender and committee contemporaneously with the loan, and for the funds to <u>actually be deposited</u> in the campaign depository.
Reimbursement to Candidate for Campaign Purchases made with personal funds <u>within 90 days of the original expenditure</u> (two entry requirement: initial purchase first recorded as an in-kind expense to the vendor.)	

EXAMPLES OF PROHIBITED “PERSONAL USE” EXPENSES

Personal residence mortgage, rent, utilities, food & supplies: even when the house is used for campaign pur-	Gifts: other than modestly valued campaign related goods to contributors or volunteers
Concert, theater, or sports tickets	Vacations or other trips not campaign related
Recreational clubs or memberships/dues: Hunting clubs, country clubs, fitness clubs, golf memberships, etc.	Loan Interest: on loan(s) made by the candidate or the joint funds of the candidate and candidate’s spouse
Personal items: including, but not limited to, apparel (other than modestly valued clothing with campaign logo), footwear, grooming, accessories & dry cleaning	Vehicle maintenance and gasoline: Only permissible if vehicle is wholly owned/leased by the candidate committee, used exclusively for campaign or officeholder purposes, and purchased from a licensed car dealer.