



HOUSE OF ASSEMBLY MANAGEMENT COMMISSION

DIRECTIVE

Directive Number 2009 – 004

<p>Effective Date: June 1, 2009 for all new advertising and effective on the expiry date of all existing advertising contracts</p>	<p>Commission Minute: CM 2009 - 030</p>
<p>Subject: Advertising Policy for Members of the House of Assembly, June 2009</p>	<p>Reference: HOAMC Meeting, May 13, 2009 Agenda Item 9</p>
<p>Issued To: All Members of the House of Assembly; Comptroller General; Directors of Government Accounting, Professional Services and Internal Audit, OMSP, and Corporate Services; Office of the Auditor General; Office Managers of Government Caucus, Official Opposition Caucus, NDP Caucus; Assistant Deputy Clerk, Executive Council; Director of Operations, Office of the Premier.</p>	<p>Contact: Marlene Lambe Chief Financial Officer 729 – 2923</p>

BACKGROUND

- At its April 18, 2008 meeting, the Commission directed the Clerk to review the Rules and policies respecting advertising by Members and to prepare draft Rule Amendments and/or policies which provide Members with greater clarity respecting advertising practices. **CM 2008 – 031 refers.**
- At its July 3, 2008 meeting, the Clerk provided additional information regarding advertising guidelines for the Commission’s consideration and direction. The Commission directed the guidelines should identify permissible advertising with appropriate restrictions. **CM 2008 – 076 refers.**
- The policy includes guidelines for advertising in various media and provides specific direction regarding allowable/non-allowable advertising.

DIRECTIVE

Pursuant to subparagraph 20(6)(b)(ii) of the *House of Assembly Accountability, Integrity and Administration Act*, the Commission adopts the Advertising Policy for Members of the House of Assembly, June 2009.

William MacKenzie
Clerk of the House of Assembly



House of Assembly

Advertising Policy

For

Members of the House of Assembly

June, 2009

Table of Contents

1.0 Approval

2.0 Purpose

3.0 General

4.0 Policy

1.0 Approval

Under the authority of subparagraph 20(6)(b)(ii) of the *House of Assembly Accountability, Integrity and Administration Act* (the Act), the House of Assembly Management Commission establishes this policy respecting advertising by Members of the House of Assembly.

2.0 Purpose

The purpose of this policy is to establish guidelines to assist Members of the House of Assembly in ensuring that all advertising paid out of public funds is consistent with the requirements of paragraph 24(i) of the *Members' Resources and Allowances Rules*, subordinate legislation to the *House of Assembly Accountability, Integrity and Administration Act* (the Act), which states as follows:

24. A member may claim against the office operations and supplies allowance for reimbursement to cover operational costs of operating a constituency office including,
 - (i) advertising, including constituency office hours, contact telephone numbers for the member, email addresses, notices of constituency meetings, and advertising messages of welcome or congratulation;

3.0 General

The Purposes and Principles of the *Members' Resources and Allowances Rules* (Part I) must be adhered to in all advertising.

3.1 Definitions

For purposes of this policy, advertising includes print media, radio, television and web-based advertising.

3.2 Principles

The Member must ensure that all advertising:

- Is incurred in the conduct of constituency business;
- Includes contact information to assist constituents;

3.3 Restriction

- Advertising is not permitted during the Election Writ period.

4.0 Policy

The primary purpose of Member advertising is to provide constituents with the Member's contact information such as constituency office hours, telephone number and location. Advertising may also provide announcement of special events or bring messages of welcome or greetings from the Member to his/her constituents, provided the Member's contact information is included.

4.1 Print Media

4.1.1 Newspapers/Magazines/Other Publications

- The standard "business card" format is the most appropriate format to be used for recurring messages; and
- Advertisements should be in black and white (unless the medium is predominantly color).

4.1.2 Event Programs, Calendars, Other Not-for-Profit Publications

- Circulation should target all households or a significant group or segment of the Member's Constituents;
- The standard "business card" format is the most appropriate form;
- Advertisements should be in black and white (unless the medium is predominantly color); and
- Costs should be reasonable in relation to the type of advertising and should be generally comparable to commercial rates, that is, the cost should not represent a donation to the organization.

4.2 Radio

- Brief radio messages aired on stations that broadcast in the Member's District are acceptable.

4.3 Television

- "Still Image" advertisements are the only permissible form of advertising on television and should be on stations that broadcast in the Member's District.

4.4 Web-based Advertising

- An advertisement similar to the standard “business card” format is the most appropriate form;

5.0 Message Content

All messages must conform to the principles of this policy as outlined in Section 3.2.

5.1 Types of Messages

- ✓ Notice of Meetings
- ✓ Messages of Welcome
- ✓ Messages of Greetings (Christmas and other Holidays)
- ✓ Messages of Congratulations (*e.g. Recognizing an individual, or group of individuals, on a significant achievement or award*)
- ✓ Recognition of special weeks/days of national/provincial significance
- ✓ Recognition of special weeks/days of constituency-level significance
- ✓ Recognition of special events/celebrations of constituency-level significance

5.2 Allowable

- ✓ Name of Member
- ✓ Photo of Member
- ✓ Name of Electoral District
- ✓ Email address of Member
- ✓ Telephone Number of Member
- ✓ Postal Address of Member
- ✓ Location of Constituency Office
- ✓ Constituency Office Hours
- ✓ Name of Constituency Assistant
- ✓ Contact Information for Constituency Assistant (phone number and email address)
- ✓ Fax Number for Constituency Office
- ✓ NL Coat of Arms

Note: All messages must include contact information for the Member.

5.3 Non - allowable

- ✓ Name or logo of political party
- ✓ Statements of a partisan nature
- ✓ Advertising which advocates a particular position or attempts to influence public opinion on a matter before the House of Assembly
- ✓ Thank you to the constituents for voting for, or electing, the Member
- ✓ Advertising to solicit funds
- ✓ Content that disparages any political position or Member
- ✓ References to programs within a department, government agency or commission
- ✓ Advertising on articles of clothing

6.0 Reimbursement Process

Regardless of the media used, a copy of the advertisement must be provided to Corporate and Members' Services Division (CMS) in order for the Member to be reimbursed or for CMS to make a direct payment on the Member's behalf.

If the Member cannot obtain a copy of the advertisement, the Member should provide a written description of the content of the advertisement in order to be reimbursed.