

Campaign Advertising FAQs

What information must be included on a political disclaimer?

Political advertisement paid for by a candidate:

"Political advertisement paid for and approved by (name of candidate) for (office sought)."

or

"Paid by (name of candidate) for (office sought)."

Political advertisement **not** paid for by a candidate:

"Paid political advertisement" and must include the name and address of the person(s) sponsoring the advertisement

Political advertisement not paid for by a candidate that supports a candidate, but is not an independent expenditure:

"Paid political advertisement" and include the name and address of the person(s) sponsoring the advertisement and also include the phrase: "No candidate approved this advertisement."

Do I need a permit for campaign signs?

No, a permit is no longer required for campaign signs in Ormond Beach. Political signs are treated as temporary non-commercial signs in the City's Land Development Code. There is no sign permit or bond required. This section of the packet contains more specific information on political signs.

Are there regulations for campaign signs and political advertisements?

Yes, there are guidelines and regulations for the usage of campaign signs and political advertisements.

Please see the materials included in this section for more information. These materials include a copy of the Florida Statutes on political advertisements, the City of Ormond Beach Code of Ordinances chapter on advertising, and the City of Ormond Beach Land Development Code section on temporary signs.

What will happen if one of my signs is placed in an area against regulations?

Removal Prior to Election: Any sign placed on any public property or public right-of-way shall be subject to immediate removal. In all other cases, the City shall provide notice of such violation to the campaign. Failure to remove the sign will result in removal of the sign by the City.

Removal After Election: All political signs which relate to the election of a candidate or to an issue decided at a referendum must be removed by the campaign no later than seven (7) days following the election at which the candidate was duly elected to office or defeated.

Can my political ad say “re-elect” if I’m not the incumbent?

The word "re-elect" may **not** be used if the candidate is not the incumbent for the office sought. The word "for" **must** be used between the name of the candidate and the office sought. (Section [106.143\(6\)](#), F.S.)

Can I use the city seal logo in my campaign advertisements and materials?

It is a second degree misdemeanor to manufacture, use, display, or reproduce the city seal without the express approval of the City Commission.

[Florida Statutes Section 165.043](#) prohibits the manufacture, use, display, or other employment of any facsimile or reproduction of a city seal, except by city officials or city employees in the performance of official city business.

Can I solicit voters outside of a polling place?

Per F.S. 102.031(4)(a), no person, political committee, committee of continuous existence, or other group or organization may solicit voters inside a polling place or within 150* feet of the entrance to any polling place or early voting site.

**Please note that in 2019, state legislation changed the no solicitation zone from 100 feet to 150 feet.*

What is an electioneering communication?

Electioneering communication means any communication publicly distributed by a television station, radio station, cable television system, satellite system, newspaper, magazine, direct mail, or telephone that:

- 1) Refers to or depicts a clearly identified candidate for office without expressly advocating the election or defeat of a candidate but that is susceptible of no reasonable interpretation other than an appeal to vote for or against a specific candidate;
- 2) Is made within 30 days before a primary or special primary election or 60 days before any other election for the office sought by the candidate; and
- 3) Is targeted to the relevant electorate in the geographical area the candidate would represent if elected.

(Section [106.011\(8\)\(a\)](#), F.S.). For exceptions to the above definition, see the Electioneering Communications Organization Handbook, available online from the Department of Elections at <http://dos.myflorida.com/elections/forms-publications/publications/>).

Do electioneering communications need disclaimers?

Yes. The disclaimer must read:

"Paid electioneering communication paid for by (name and address of person paying for the communication)" (Section [106.1439](#), F.S.)

Do I have to report expenditures for electioneering communications?

Yes. If the expenditure is not otherwise required to be reported by [Chapter 106](#), F.S., it must be reported if the expenditure was \$5,000 or more. It is reported in the same manner, at the same time and subject to the same penalties as are political committee expenditures. (Section [106.071\(1\)](#), F.S.) If the expenditure is made by an electioneering communication organization, the reporting requirements are located in Section [106.0703](#), F.S.