

# Virtual Information Session for Aspiring Candidates



**Edmonton  
Elections**

# Welcome

- Introductions
- Land acknowledgement
- Agenda overview

# Third Party Advertising



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# Third Party Advertising

## What is third party advertising?

A way for those outside of a candidate's campaign to express support or opposition to a candidate.

## Who is a third party advertiser (TPA)?

An individual, corporation or group who promotes or opposes a municipal or school board candidate through election advertising.

## Who cannot be a registered TPA?

- A registered charity
- An individual, group or organization outside of Alberta

# TPA Election Advertising

## **What is election advertising as it relates to third party advertising?**

The transmission of an advertising message to the public during the election advertising period that promotes or opposes a candidate.

## **When is the TPA election advertising period?**

May 1 to October 18, 2021.

## **What are some examples?**

- Television, radio and newspaper ads
- Brochures or pamphlets
- Billboards
- Ads on the internet and social media
- Phone calls or text messages that include advertisements

# Third Party Advertiser Registry

## Do all TPAs have to register with Edmonton Elections?

TPAs must register with Edmonton Elections if they:

- Spend \$1,000 or more
- Receive contributions of \$1,000 or more

## How can I find a list of third party advertisers in Edmonton?

Edmonton Elections is publishing a list of third party advertisers at [edmonton.ca/thirdpartyadvertising](https://edmonton.ca/thirdpartyadvertising).

## Does a TPA have to register if they are opposing a candidate and an issue?

If a candidate is named, the TPA has to register.

# Candidate Responsibilities

## What are my responsibilities as a candidate?

- Candidates and their campaign teams must work independently and not collude with TPAs to circumvent contribution limits
- Candidates and their campaign teams should remind TPAs to:
  - Register with Edmonton Elections or the Provincial Registrar
  - Learn about their responsibilities as outlined in the *LAEA*

# Question and Answer Period



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# Stay updated

- [edmonton.ca/elections](https://edmonton.ca/elections)
- Twitter: **@EdmElections**
- E-newsletter
- Upcoming virtual information sessions



# Thank you



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