

Election Ads, Editorial and Programme Content

Who does what?



TV and radio party
& candidate ads and
programme content



Paid party &
candidate ads in
other media. Paid &
third party election
ads in all media



Advertiser identity /
promoter statement
issues /expenditure
limits



Print / digital
news sites
Editorial content

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We are here to help.

Examples of issues

Contact

Advertiser identity not clear	Electoral Commission
TV/Radio programme about election issues	Broadcasting Standards Authority
Location of party hoardings in local area	Local Council
Social media sponsored post	Advertising Standards Authority
TV/Radio ad from candidate	Broadcasting Standards Authority
News website opinion piece on election outcome	NZ Media Council
Lobby group ad on election issue	Advertising Standards Authority
Expenditure limits on election advertising	Electoral Commission
Print story on political party policies	NZ Media Council
TV/Radio ad for political party	Broadcasting Standards Authority
Print/Outdoor/Digital ad from party or candidate	Advertising Standards Authority

www.bsa.govt.nz

www.elections.nz

www.asa.co.nz

www.mediacouncil.org.nz