

Elections Nova Scotia Advises Prospective “Third-Party” Advertisers

- Nova Scotia’s *Elections Act* has rules for the registration, regulation and reporting of third party advertisements

June 26, 2015

(Halifax) – Elections Nova Scotia has written to a number of law firms, accountants, unions, and others who may advise individuals and groups who may be planning to participate in communication activity during the three current by-elections in the province as “third-parties.”

According to the *Elections Act*, a third party is an individual or group that is not a candidate, registered political party, or registered electoral district association. A third party is not directly involved in an election.

“A third party must register with Elections Nova Scotia after it spends more than \$500 on election advertising,” said Richard Temporale, Nova Scotia’s chief electoral officer. “A third party election advertisement is a message that promotes or opposes a registered political party, the election of a certain candidate, or a candidate’s position on an issue.”

Third-party regulation is relatively new to Nova Scotia elections. During the 2013 Provincial General election, ENS found that the requirement to register and report was not well known. A few organizations inadvertently contravened the Act.

“We’ve taken the time to identify some organizations that may become third-party advertisers – including those who registered during the 2013 election – to remind them of the provisions of the *Elections Act*,” said Temporale.

A third party advertisement can be for radio, television, newspaper, the Internet or any other type of media. Signs, campaign buttons, clothing, or other things that identify the users as supporters or opponents of any recognized party or candidate also can be types of third party advertising.

Anyone interested in learning more about the third-party advertising regulations are advised to visit the Elections Nova Scotia website at electionsnovascotia.ca or to contact Elections Nova Scotia directly.

-end-

For further information, contact:
Dana Phillip Doiron 902-424-3275
Dana.doiron@novascotia.ca