

To: Charlie Smithson, Iowa Ethics and Campaign Disclosure Board
From: Julia Kern, Kern for Jasper County Attorney
Date: 09.15.06
Subject: Exemption "Paid For By" Attribution Statement on Mini Footballs

As discussed and agreed upon by Charlie Smithson and Julia Kern on 09/14/06:
Mini-footballs (6", plastic) meet the requirements to be exempted from the "paid for by" attribution statement. The printable surface is very small and therefore the inclusion of the attribution statement would be impracticable.

Therefore, the following will be printed on the mini-footballs:
Kern
Jasper County Attorney
Vote Nov. 7th.

The mini-footballs are being paid for by Kern for Jasper County Attorney.

The following may need to be updated:

351—4.39(68A) Specific items exempted from or subject to attribution statement requirement; multiple pages.

Iowa Code Supplement section 68A.405 requires the placement of a "paid for by" attribution statement on political advertising and political material, with certain exceptions.

4.39(1) *Items exempted from requirement.* The requirement to place a "paid for by" attribution statement does not apply to the following:

- a. Editorials or news articles of a newspaper or magazine that are not political advertisements.
- b. Small items upon which the inclusion of the attribution statement would be impracticable, such as yard signs, bumper stickers, pins, buttons, pens, pencils, emery boards, matchbooks and, except as set out in subrule 4.39(2), items that are smaller than 2 inches by 4 inches.
- c. T-shirts, caps, and other articles of clothing.
- d. Means of communication such as television and radio that are subject to federal regulations regarding an attribution requirement.
- e. Political advertising or political material placed by an individual who acts independently and spends \$100 or less of the individual's own money to expressly advocate the passage or defeat of a ballot issue.

http://www.iowa.gov/ethics/legal/admin_rules/chapter_4.htm#ch4.39