



INSTRUCTIONS: Please read the entire form and submission guidance on the back before starting the complaint process.

1. Print out this form and complete the following steps.
2. Gather evidence: copy, photograph, or record the ad(s).

Check the TYPE of advertisement you wish to challenge. If you are submitting multiple advertisements for review, check all that apply:

- Print media advertisement
- Billboards, yard signs, bumper stickers, outdoor advertisement
 - Ad appears in newspaper, magazine, periodical or publication
 - Handouts, flyers, handcards, campaign mailings, pamphlets
 - Emails (electronic mail), website, YouTube, Facebook

Television or Radio advertisement

Campaign telephone calls

3. Tell us WHERE and WHEN you saw the ad(s). *Add additional pages if needed.*

4. Mail all evidence and this form to the Department of Elections:

Virginia Department of Elections
Attn: Stand By Your Ad
1100 Bank Street 1st Floor
Richmond Virginia 23219

PLEASE NOTE: You must mail evidence of the challenged advertisement to the Department of Elections in order for your complaint to be reviewed. Recordings can be sent via USB drive or CD format.

▶ QUESTIONS? Contact the Department of Elections' Campaign Finance team at CFDA@elections.virginia.gov

HOW TO SUBMIT AN ANONYMOUS STAND BY YOUR AD COMPLAINT

If you see a political advertisement that may violate Virginia campaign finance laws, you may submit a complaint to the State Board of Elections. You can submit a complaint at any time during the year. You may use the online form at the Department of Elections' website or send an email to CFDA@elections.virginia.gov. If you wish to remain anonymous, you must print and mail this form to submit your complaint.

PLEASE NOTE: *If you choose to submit an anonymous complaint, you must mail evidence of the challenged advertisement to the Department of Elections in order for your complaint to be reviewed.*

WHAT AM I REQUIRED TO SUBMIT?

You must provide sufficient evidence of the challenged advertisement, which varies for each category. Sufficient evidence includes copies of the advertisement, photographs or recordings, and context about where and when the advertisement appears.

WHAT IS EVIDENCE?

For many print media advertisements, a photograph or copy of the ad with context can suffice. For television, radio and telephone calls, however, you may need to supply a digital recording or provide a link to view or listen online, such as political ads that are aired on television or appear on candidate YouTube pages.

For a **print media advertisement**, mail copies of or photographs of the challenged advertisements to Department of Elections. If known, provide us the date(s) that the advertisement appeared, or the date you saw the advertisement. If you have an actual copy of an advertisement, such as a bumper sticker, magazine ad, hand card or flyer, you can mail it.

For **television and radio ads**, please provide as much information as you can. Describe the content of the ad. Include context information, such as where and when you believe the ad was aired. This can include the name of the channel(s) that you believe aired the ad, with the approximate time and dates that the ad was viewed. If we are unable to identify the challenged advertisement, the Board will be unable to hold a hearing. Often television ads appear online as well; you can provide a link to the advertisement online but still provide information about where and when the ad aired.

For **campaign telephone calls**, include a recording or transcript of the conversation or voicemail in addition to the date(s) you received the call or voicemail.

WHY DO I NEED TO PROVIDE CONTEXT INFORMATION?

We need to know when and where to assess a proper penalty, if appropriate. For example, advertisements shown or displayed within two weeks of an election are subject to higher penalties. For websites, emails and mailers, the date stamp typically provides the information we need. We need to know where print media advertisements like billboards or yard signs appear, or where hand cards or flyers were disbursed because penalties can be assessed for each billboard or yard sign found to violate Stand By Your Ad law, whereas mailings or flyers used throughout the campaign can be penalized by print job. For television and radio advertisements, we need to know what TV or radio station aired the ad to confirm that the advertisement was publicly broadcast within the Commonwealth.

QUESTIONS?

Contact the Department of Elections' Campaign Finance team at CFDA@elections.virginia.gov