

Mvskoke Media
Political Advertising Policy
May 6, 2019

Reference: Per NCA 19-031 §11-102(B) Mvskoke Media is authorized to accept political advertising that conforms to policy and procedure set forth by the Secretary of the Nation and Commerce. These policy and procedures are only intended to apply to Mvskoke Media and is not intended to be used for other media outlets or other political advertising.

This policy is divided into Section I Definitions, Section II to pertain to Muscogee (Creek) Nation Elections and Section III for all other forms of political advertising.

Section I Definitions

A. Political Advertisement

- 1) Any advertisement involving a political figure, party, campaign or a ballot issue, regardless of election time, is considered political.

B. News Coverage

- 1) Mvskoke Media news coverage and reporting of campaigns, candidates or ballot issues Per NCA 19-031 §11-102(A) shall adhere to the Society of Professional Journalists standards of accepted ethics. Mvskoke Media news coverage and reporting of campaigns, candidates or ballot issues is at the discretion of the Mvskoke Media Managing Editor and Editorial Board and is not considered advertising.

Section II Muscogee (Creek) Nation Elections

A. Candidates and Elected Positions

- 1) No political advertising for candidates will be accepted until the official filing period commences. For the 2019 election cycle, the first day political advertising will be accepted is July 18, 2019 and run through November 2, 2019.

- 2) All political advertising for MCN elections will comply with MCN laws. It is the responsibility of the candidates to ensure political advertisements are compliant. Mvskoke Media staff may provide guidance if appropriate, but are not legal experts and are not responsible legal compliance.
- 3) Political advertising pertaining to MCN elected positions (Principal Chief, Second Chief and Council Seats) will only be accepted from individual candidates, or their campaign accounts, for the elected position they are seeking. Third parties are not allowed to pay for advertising pertaining to candidates or positions.

B. Mvskoke Vision and Mvskoke Radio

- 1) Due to time and space limitations Mvskoke Vision and Mvskoke Radio will not accept political advertisements. With the anticipated number of candidates it will be difficult to provide a fair opportunity for advertising airtime on these Nation funded media outlets. Funding for both outlets is already provided by the Nation so advertising revenue is not necessary to maintain airtime. Mvskoke Vision and Mvskoke Radio's political reporting coverage is referred to the discretion of the Mvskoke Media Managing Editor and Editorial Board.

C. Mvskoke News (newspaper)

- 1) Mvskoke News will set aside a specific page, or specific pages if necessary, for political advertisements. Political advertisements will appear no sooner than page four (4) of newspaper. As a Nation funded publication provided free to citizens paid political advertising will be grouped by elected positions and ballot initiatives. Advertisements will be grouped starting with Principal Chief, then Second Chief, then Council Seats (districts will be listed in alphabetical order) and then ballot initiatives. Individual candidates will not be allowed to reserve prime space separate from other candidates, or advertise on the front or back pages of the newspaper. Mvskoke News political reporting coverage is referred to the discretion of the Mvskoke Media Managing Editor and Editorial Board.

D. Website

- 1) Paid political advertising on the website is allowed provided that it is offered equally to all candidates at the same price. Website political advertising will be structured in an effort to provide a fair opportunity for all candidates or ballot initiatives to purchase equal amounts of space or time. Political advertising may appear on a rotational basis to accommodate candidates or ballot initiatives. No candidate or ballot initiative may be allowed to purchase all available space in such a way that it excludes other candidates or ballot initiatives from advertising in a fairly available manner.

E. Social Media

- 1) Political advertising on Mvskoke Media's social media outlets will not be accepted.

F. Ballot Initiatives

- 1) Third party funding may be accepted for ballot initiatives in the Mvskoke News. Advertising for ballot initiatives may only be in support of their position, but as Nation funded outlets advertising may not name or target candidate(s), officer(s), employee(s) or program(s) of the Nation.
- 2) Advertising for ballot initiatives may only be accepted within sixty (60) days of the election the ballot initiative is placed.
- 3) Ballot initiatives will not be allowed to reserve prime space separate from other political advertisements, appear before page four (4) of Mvskoke News or advertise on the front or back pages of the newspaper.

G. Deadlines

- 1) Without exception all political advertising must meet Mvskoke Media advertising deadlines and any deadlines set in this policy. Candidates and purchasers of political advertising are responsible for ensuring advertisements are submitted and paid for on time. Purchasers are to refer to the advertising policies for each media outlet to ensure compliance.

H. Rates

- 1) Political advertising rates will be the same for all candidates of a race and will be at a political advertising rate. Due to potential increased printing cost of additional pages newspaper political advertising may be priced at a higher rate than non-political advertising. For example, full page ads causing additional pages to be printed will be priced at a rate high enough to cover the cost of at least the printing of an additional page for the entire printing of the paper. The intent is to allot as needed enough advertising space for all candidates to purchase space if they choose, but to do so in a manner that is not subsidized by the Nation in any way.
- 2) No discounts are allowed. No refunds will be given unless denied for appropriateness.

I. Appropriateness

- 1) All political advertising is subject to review for appropriateness prior to printing or display. Candidates and supporters of ballot initiatives are encouraged and permitted to purchase advertising in support of themselves, positions and policies. However, as a Nation funded entity so called “attack ads” will not be permitted. As a Nation funded outlets advertising may not name or target other candidate(s), officer(s), employee(s) of the Nation or disparage any citizens or organizations. Departments and Programs of the Nation may only be listed as descriptions of those that are part of a candidate’s platform, but may not be disparaged as part of an ad. Listing endorsements or statements of support from citizens and organizations are allowed.
- 2) The guideline for judgement is positive, supportive and informative advertising is permissible, but negative or attacking advertisements are not. Candidates and supporters have other options available than a Nation funded entity for these types of advertisements and statements.
- 3) A process is in place if candidate or supporter of a ballot issue has questions or concerns. They may request approval for advertising through the Secretary of the Nation and Commerce. Requests are required to be submitted ten (10) calendar days prior to the Mvskoke News deadline to allow adequate time for review. A response will be provided.

Section III All Other Political Advertising (Federal, State, Local, etc.)

A. Requirements

- 1) Unless specified below, political advertising for none MCN candidates and issues have the same requirements as MCN Elections listed in Section II, except that it:
 - a. May only be accepted in the sixty days prior to the election regardless of filing period
 - b. May be purchased by a third party, provided that the individual or group making the purchase is identified.
- 2) Purchasers are responsible for ensuring the advertising complies with both MCN law and the laws of jurisdiction for that election.

B. Deadlines

- 1) Without exception all political advertising must meet Mvskoke Media advertising deadlines and any deadlines set in this policy. Candidates and purchasers of political advertising are responsible for ensuring advertisements are submitted and paid for on time. Purchasers are to refer to the advertising policies for each media outlet to ensure compliance.

C. Rates

- 1) Political advertising rates will be the same for all candidates of a race and will be at a political advertising rate. No discounts are allowed. Due to potential increased printing cost of additional pages newspaper political advertising may be priced at a higher rate than non-political advertising. For example, full page ads causing additional pages to be printed will be priced at a rate high enough to cover the cost of at least the printing of an additional page for the entire printing of the paper.
- 2) The intent is to allot as needed enough advertising space for all candidates to purchase space if they choose, but to do so in a manner that is not subsidized by the Nation in any way.

D. Appropriateness

- 1) Per NCA 19-031 §11-102(B) Mvskoke Media is authorized to accept political advertising that conforms to policy and procedure set forth by the Secretary of the Nation and Commerce. All political advertising is subject to review for appropriateness and compliance with this policy. Any political advertising found not to be in compliance with this policy or law of jurisdiction(s) may be denied. Any political advertising identified to be in conflict with a position of the Nation or the Nation's sovereignty may be denied. As an entity funded by the Muscogee (Creek) Nation the Secretary of the Nation and Commerce retains the right to deny any political advertisement for any reason.