Agenda – Executive Policy Committee – July 11, 2018

REPORTS

Item No. 10 Elections – Candidate Advertisements

COUNCIL DECISION:

On June 21, 2018, Council ruled automatic referral of the following motion to the Executive Policy Committee:

Moved by Councillor Wyatt,
Seconded by Councillor Dobson,

WHEREAS social media now makes it possible to pay for targeted ads to a limited audience;

AND WHEREAS the essence of elections is an open and democratic debate of ideas within the entire electorate;

AND WHEREAS paid candidate advertising and third party advertising can have a significant impact on the debate of ideas during an election;

AND WHEREAS historically, advertising during an election could be viewed by the entire electorate, however, social media platforms now allow for targeted paid advertising to specific parts of the electorate, that may or may not be viewed by the electorate-at-large;

AND WHEREAS such targeted advertising, as has been seen in other elections, can work against the idea of an open and democratic elections;

THEREFORE BE IT RESOLVED that the City election rules for the 2018 Municipal General Election, and for all future elections, be amended to require that all candidates, for either the office of Councillor or for the office of Mayor, must file a full hard copy of any advertisement made either via social media or traditional advertising methods, with the Clerks Election Office, and this must be done within one business day of the issuance of the advertisement.

AND BE IT FURTHER RESOLVED that the City election rules for the 2018 Municipal General Election, and for all future elections, be amended to require that any third party group or individual, must file a full hard copy of any advertisement made via social media or any other traditional advertising methods, with the Clerks Election Office, and it this must be done within one business day of the issuance of the advertisement;

AND BE IT FURTHER RESOLVED that all said hard copy advertisements, filed with the Clerks Election Office, be made conveniently available to any member of the public to view.