



CANDIDATE VOICE TAG GUIDE

Under the BCRA, Federal candidates and committees are required to "stand by their ads." Specifically, television and radio communications that are authorized by a candidate must feature the voice and image of the candidate identifying him or herself and stating that he or she has approved the communication. Similar rules apply to unauthorized communications aired by others. Only in rare circumstances are State and Local candidates required to have their voice appear in their political commercial. Scott Political researches our client's specific situation to ensure production is in compliance with State and Local elections laws.

We make recording your voice tag easy.

Simply call 239-284-2557. After the tone, record three takes of the following voice tag. Be certain to speak loud and clear. If you need to record additional takes, go for it!

- I'm _____ and I approve this message.

(example: I'm Joe Smith and I approve this message)