# Campaign

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### Flow of Presentation

Campaign

Campaign
Dos and
Don't's

Contributions and Expenditures

In a motorcade <u>today</u> by a local candidate ...

# "Vote for me" and distributed give-aways

## Campaign: Concept



- **Definition:** Act designed to *promote* the election or *defeat* of a candidate
- Operative Act: Intent/ Design material (not all acts of beneficence are considered campaigning) and Period (start of campaign)
- Application: All Candidates for All Elective Offices
- Framework: Regulated but Liberalized













Any matter broadcasted, published, printed, displayed or exhibited, in any medium which contains the name, image, logo, brand, insignia, color motif, initials and other symbol or graphical representation that is capable of being associated with a candidate or party:

- 1.Exclusively intended to draw the attention of the public or segment thereof; and
- 2.To promote or oppose, **directly or indirectly**, the election of said candidate or candidates to a pubic office

# Dos and Don'ts: Campaign Period



### Dos/ Permissible Acts

Any act designed or intended to *promote* the election or *defeat* of a candidate during the campaign period:

February 9 to May 7, 2016 for nationally-elected officials March 26 to May 7, 2016 for locally-elected officials

are not covered under campaigning

#### However:

- 1.In *Penera vs. COMELEC (G.R. No. 181613)*, in resolving the Motion for Reconsideration, acts committed prior to campaign period are lawful (e.g. vote solicitation)
- 2.Under the Automated Election Law, unlawful acts or omissions applicable to a candidate shall take effect only upon the start of the campaign period3.Public expressions or opinions or discussions of probable issues on elections
- 4.If an act is not intended or designed to promote the election or defeat of a candidate, it is not considered campaigning (*Pangkat Laguna v. Comelec, 376 SCRA 97*) [Note: The term 'campaigning' should not be made to apply to any and every act which may influence a person to vote for a candidate, for that would stretching too far the meaning of the term.]
- 5.An expression of an advocacy of a social issue where the principal object is not an endorsement of a candidate, is not considered campaigning (*Diocese of Bacolod v. COMELEC, G.R. No. 205728, 21 January 2015*)

### Don'ts/ Prohibited Acts

- Campaigned on March 24 (Holy Thursday) for nationally-elected officials, March 25 (Good Friday), May 8 (eve of election day), and May 9 (election day)
- Failed to remove prohibited propaganda by any candidate and any material which identifies incumbent elective officials at least 72 hours before start of campaign period

[Note: failure creates presumption that candidate committed election offense]

# Dos and Don'ts: Election Propaganda



### **Dos/ Permissible Acts**

Any matter broadcasted, published, printed, displayed or exhibited, in any medium which contains the name, image, logo, brand, insignia, color motif, initials and other symbol or graphical representation that is capable of being associated with a candidate or party:

- 1.Exclusively intended to draw the attention of the public or segment thereof; and
- 2.To promote or oppose, directly or indirectly, the election of said candidate or candidates to a pubic office.

Removal of Election Propaganda by COMELEC:

- 1.If prohibited;
- 2. Motu propio; and
- 3.At expense of benefiting candidate.

Removal of Election Propaganda by non-COMELEC:

- 1.If offensive to public morals, libelous, illegal or subversive; and
- 2.Summary hearing by COMELEC or ex parte, if non-appearance of parties concerned.

### Don'ts/ Prohibited Acts

- 1. Posted in public places (publicly-owned electronic announcement boards, government motor vehicles, government-owned/ controlled public transport vehicles, waiting sheds, sidewalks, lamp posts, traffic signages, government offices, public transport terminals)
- 2. If donated, not accompanied by written acceptance by candidate
- 3. Violated rules pertaining to each form of election propaganda (see below)

# Dos and Don'ts: Vote Solicitation



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
For or against any candidate: 1. Soliciting votes without any consideration 2. Forming organizations, associations, clubs or committees 3. Holding political caucuses, conferences, meetings, rallies, parades or other similar assemblies 4. Making speeches, announcements or commentaries or holding interviews 5. Publishing or distributing campaign materials	In order to induce anyone or the public in general to vote for or against any candidate or withhold his vote in the election:  1. Gave, offered or promised money or anything of value  2. Gave or promised any office or employment, franchise or grant, public or private  3. Made or offered to make an expenditure, directly or indirectly, or causing an expenditure to be made to any person, association, corporation, entity, or community  4. Solicited and received contributions, directly or indirectly, from any foreign source  5. Donated election propaganda without written
	consent of candidate

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# Dos and Don'ts: Printed Materials



Dos/	Permis	ssible	e Acts
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Distributing pamphlets, leaflets, cards, decals, stickers, comic books, circulars or other written or printed materials not exceeding 8.5" (W) x 14" (L)

### Don'ts/ Prohibited Acts

- 1. Distributed outside campaign period/ prohibited days
- 2. Printed materials in excess of maximum dimension
- 3. Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the printed material was printed
- 4. Without the inscription "political advertisements paid by" and name and address of payor
- 5. Without the inscription "printed free of charge," if donated
- 6. Without the inscription "This material should be recycled." [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]
- 7. Posted in public places (publicly-owned electronic announcement boards, government motor vehicles, government-owned/ controlled public transport vehicles, waiting sheds, sidewalks, lamp posts, traffic signages, government offices, public transport terminals)

# Dos and Don'ts: Letters



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Distributing handwritten or printed letter [no size specifications]	<ol> <li>Distributed outside campaign period/ prohibited days</li> <li>Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the letter was printed</li> <li>Without the inscription "political advertisements paid by" and name and address of payor</li> <li>Without the inscription "printed free of charge," if donated</li> <li>Without the inscription "This material should be recycled." [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]</li> <li>Posted in public places (publicly-owned electronic announcement boards, government motor vehicles, government-owned/ controlled public transport vehicles, waiting sheds, sidewalks, lamp posts, traffic Electisignages, government offices, public transport terminals)</li> </ol>

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# Dos and Don'ts: Posters



### Dos/ Permissible Acts

Posting cloth, paper or cardboard posters whether framed or posted not exceeding 2' x 3' on:

- 1.Common Poster Areas [Note: Non-removal within 3 days from notice from Election Officer constitutes presumption of posting outside common poster areas by candidate]
- 2. Private places with consent of owner
- 3. Public places equitably and impartially allocated among candidates
- 4. Public transport vehicles and transport terminals (with consent of owners)

#### Poster Areas

1.Candidates Affiliated with Political Parties: Posting on common poster areas in public places (12' x 16')
2.Independent Candidates: Posting on their own common poster areas (4' x 6')

### Don'ts/ Prohibited Acts

- 1. Distributed outside campaign period/ prohibited days
- 2. Poster in excess of the maximum dimension
- 3. Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the poster was printed
- 4. Without the inscription "political advertisements paid by" and name and address of payor
- 5. Without the inscription "printed free of charge," if donated
- Without the inscription "This material should be recycled."
   [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]
- 7. Posted in private places without the consent/ with objection of the owner
- 8. Posted outside common poster areas
- Posted in public places (publicly-owned electronic announcement boards, government motor vehicles, government-owned/ controlled public transport vehicles, waiting sheds, sidewalks, lamp posts, traffic signages, government offices, public transport terminals)
- 10. Posted on post, tree, wall of building or existing public structure that is in active use
- 11. Posted on trees, plants, shrubs located along public roads, plazas, parks, school premises or public grounds



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# Dos and Don'ts: Rallies and Streamers



### Dos/ Permissible Acts

- 1. Displaying streamers not exceeding 3' x 8':
- a) at the site and on the occasion of a public meeting or rally
- b) displayed 5 days before the date of the meeting or rally and shall be removed within 24 hours after said meeting or rally
- 2. Holding rallies and assemblies with 3-working day prior notice to election officer
- 3. Reporting expenses of rally within 7 days from rally date
- Securing permit from city/ municipality (inaction on application for 3 days means approval)
- Giving transportation, food and drinks beyond the 5-hour period before and after a rally

### Don'ts/ Prohibited Acts

- 1. Distributed outside campaign period/ prohibited days
- 2. Streamer in excess of the maximum dimension
- 3. Streamer displayed not in rally area
- 4. Streamer displayed before the 5-day period prior to rally
- 5. Streamer beyond the 24-hour period after the rally
- 6. Posted in public places (publicly-owned electronic announcement boards, government motor vehicles, government-owned/ controlled public transport vehicles, waiting sheds, sidewalks, lamp posts, traffic signages, government offices, public transport terminals)
- 7. Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the streamer was printed
- 8. Without the inscription "political advertisements paid by" and name and address of payor
- 9. Without the inscription "printed free of charge," if donated
- 10. Without the inscription "This material should be recycled." [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]
- 11. Failure to notify election officer of intended rally
- 12. Failure to submit a statement of expenses of rally within 7 days from rally date
- 13. Gave transportation, food and drinks within the 5-hour period before and after a rally
- 14. Held dances, lotteries, cockfights, boxing bouts, bingo, beauty contests, entertainments of cinematographic, theatrical or other fund-raising purpose
- 15. Denial of application for rally other than on the ground of prior written application or approval

Date of Elections: 09 May 2016 National & Local Elections

Date:					
		ELECTION OFFICER			
	ase	am: be advised that the un ntact information and othe			
Nam Candid					
Elective of	fice ight	(SURNAME)	(FIRST N District/Muni Province of ele	cipality/City/	(MIDDLE NAME)
Name of p	arty	(COMBLETE N	NAME OF PARTY)		(ACRONYM)
Name of Pa		(SURNAME)	(FIRST N	AME	(MIDDLE NAME)
Home/Of Addres candidate/pa	s of	(SONIAME)	(FIKOT K	ONIE)	(MIDDEL NAME)
Telephon Mobile I	ne &		E-mail Address:		
ntends to he	old a	public rally on:			
Date & T	ime:				
Name of ve					
The	unde	ersigned hereby commits	to file a State	ment of Exp	enses on Public

Rally, using Form SER, within seven (7) working days after holding the public rally.

(Signature above printed complete name of candidate or party representative filing this Notice)

DO NOT FILL UP	THIS PART - FOR COMELEC USE ONLY -	Receiving stamp:
Name & signature of receiving staff		
Date & time notice was received		

DATE OF RALLY:			Rally Venue & Address:			
		PART B: (	CONTRIBUTIONS RECEIVED	BY THE PARTY FOR THE PUBLIC RALI	<u>.</u> Y	
DATE of Receipt of CONTRIBUTIONS	Receipt No.	CONTRIBUTOR'S Taxpayer ID No. (TIN)	NAME OF CONTRIBUTOR	ADDRESS OF CONTRIBUTOR	Contribution Type (Cash/In- Kind)	AMOUNT / VALUE
			TOTAL CONTR	IBUTIONS (IN CASH & IN KIND) RECEIVED F	OR THE PUBLIC RALLY	₽ -
		PART	C: EXPENSES INCURRED BY	THE PARTY FOR THE PUBLIC RALLY		
DATE EXPENSE was incurred	RECEIPT Number	BUSINESS FIRM/ CONTRACTOR'S TIN	NAME OF BUSINESS FIRM OR CONTRACTOR	ADDRESS OF BUSINESS FIRM OR CONTRACTOR	DESCRIPTION OF EXPENSE	AMOUNT
				TOTAL EXPENSES INCURRED F	OR THE PUBLIC RALLY	<b>₹</b>

# Dos and Don'ts: Mobile Units



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Mobiles units, vehicle	Displayed streamers
motorcades of all types:	
1.Audio-visual form of campaign	
allowed	
2.Posters are displayed	



# Dos and Don'ts: Headquarters



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Establishing headquarters by candidate or party  1.Not exceed maximum number  2.Displaying 1 3' x 8' signboard  3.Displaying of posters  4.Notifying COMELEC within 5 days from establishment	<ol> <li>Exceeded allowable number of headquarters (HQ):</li> <li>National Party/ Candidate: 1 HQ per province and highly-urbanized city (HUC)</li> <li>Regional Party: 1 HQ per province and HUC in region</li> <li>Provincial Party/ Candidate: 1 HQ per municipality</li> <li>Candidates for District Representatives: 1 HQ; if district composed of several municipalities, 1 per municipality</li> <li>City Candidates: 1 HQ per councilor district Municipal Candidates: 1 HQ</li> <li>Posted banners and streamers</li> </ol>
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# Dos and Don'ts: Television Ads



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Airing advertisements on television:	1. Aired outside campaign period/ prohibited days
1.Nationally-elected candidates: not more	2. Television advertisement in excess of maximum
than 120 minutes of television advertisement	duration per station
per station	3. Without the inscription "political advertisement paid
2.Locally-elected candidates: not more than	for" and true and correct name and address of the
60 minutes of television advertisement per	candidate or party for whose benefit the television
station	advertisement was aired
	4. Without the inscription "airtime for this broadcast
[Note that:	was provided free of charge by," if donated
1.Appearance in news not counted provided	5. Without the inscription "political advertisements paid
incidental to presentation of subject of news	by" and name and address of payor [Note on Notices:
subject to prior notice by mass medias entity	letters equal or great that 4% of vertical picture
to COMELEC or if prior notice not feasible,	height; visible during whole duration, color contrast]
post notice within 24 hours from first	6. No prior or post notice of news coverage of candidate
broadcast or publication	
2. When 2 or more candidates appear, the	
duration of appearance will be counted	
against airtime]	

# Dos and Don'ts: Radio Ads



Dos/ Permissible Acts		Don'ts/ Prohibited Acts
Airing advertisements on radio:	1.	Aired outside campaign period/ prohibited days
1.Nationally-elected candidates: not more than 180	2.	Radio advertisement in excess of maximum
minutes of radio advertisement per station		duration per station
2.Locally-elected candidates: not more than 90	3.	Without the audible words "political
minutes of radio advertisement per station		advertisement paid for" and true and correct
		name and address of the candidate or party for
[Note that:	,	whose benefit the radio advertisement was
1.Appearance in news not counted provided		aired
incidental to presentation of subject of news subject	4.	Without the audible words "political
to prior notice by mass medias entity to COMELEC		advertisements paid by" and name and address
or if prior notice not feasible, post notice within 24		of payor
hours from first broadcast or publication	5.	Without the audible words "airtime for this
2. When 2 or more candidates appear, the duration		broadcast was provided free of charge by," if
of appearance will be counted against airtime]		donated
		No prior or post notice of news coverage of candidate

### POLL: VOTERS SEE POE'S 'POSITIVES'

#### By Joyce Pangco Pañares

VOTERS backed the presidential bid of Senator Grace Poebecause they saw in her eight out of 10 positive attributes that candidates for the May 9 elections should have, the latest The Standard Poll showed.

Mass media also contributed greatly to Poe's widening lead over other presidential bets, with her "Huwag Tayong Mag-iwanan" advertisement—released after the Supreme Court stopped the Commission on Elections from disqualifying her—getting the highest net likability at +65 among other campaign messages.

Of the 10 positive attributes, Poe was the top choice of majority of Filipino voters in the following; has a clean reputation (64 percent), is honest (59 percent), will stand up for people like you (58 percent), will fulfill promises (58 percent), has the best plan for the country (58 percent), will bring the change we need (57 percent), and can unite the country (54 percent). A plurality of the respondents (49 percent) said Poe is a strong leader.

It was only for the attributes "has many accomplishments/good track record" and "can instill discipline among Filipinos" that Vice President Jejomar Binay and Davao City Mayor Rodrigo Duterte emerged as the top choices, with 57 percent and 50 percent, respectively.

#### Incumbents still ahead in Senate race

#### By Adelle Chua

INCUMBENT and reelectionist senators continue to top the senatorial race, according to The Standard Poll's resident pollster, Junie Laylo, in a survey conducted between Jan. 27 and Feb. 4, 2016.

Senator Vicente Sotto III of the Nationalist People's Coalition ranked first in the survey with 54 percent of all survey respondents saying they would vote for him. Behind him are Senate President Franklin Drilon with 43 percent and Senator Ralph Recto, both from the Liberal Party, with 43 and 42 percent, respectively.

Former Senators Francisco Pangilinan of the Liberal Party and Panfilo Lacson, an independent candidate, placed fourth and fifth, with 41 and 40 percent share of respondents nationwide, respectively. **Next page** 



# Dos and Don'ts: Print Ads



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Publishing advertisements on print media:  1.¼ page in broadsheet and ½ page in tabloids  2.3x a week per newspaper, magazine or other publications during the campaign period	<ol> <li>Published outside campaign period/ prohibited days</li> <li>Print advertisement in excess of the maximum dimension</li> <li>Publishing print advertisement more than 3x week per newspaper</li> <li>Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the print advertisement was printed</li> </ol>
[Note: Appearance in news not counted provided incidental to presentation of subject of news subject to prior notice by mass medias entity to COMELEC or if prior notice not feasible, post notice within 24 hours from first broadcast or publication]	<ul> <li>5. Without the inscription "printed free of charge," if donated</li> <li>6. Without the inscription "political advertisements paid by" and name and address of payor [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]</li> <li>7. No prior or post notice of news coverage of candidate</li> </ul>

# Dos and Don'ts: Online Propaganda



Dos/ Permissible Acts	Dos/	Permiss	sible Acts
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Using online election propaganda – rectangles and pop-ups, banners and buttons, and skyscrapers – subject to maximum size prescribed by COMELEC

### Don'ts/ Prohibited Acts

- Publish more than 3x a week per website
   (display for any duration within 24-hour period equivalent to one such publication)
- 2. Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the print advertisement was printed
- 3. Without the inscription "printed free of charge," if donated
- 4. Without the inscription "political advertisements paid by" and name and address of payor [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]

# Dos and Don'ts: Election Surveys

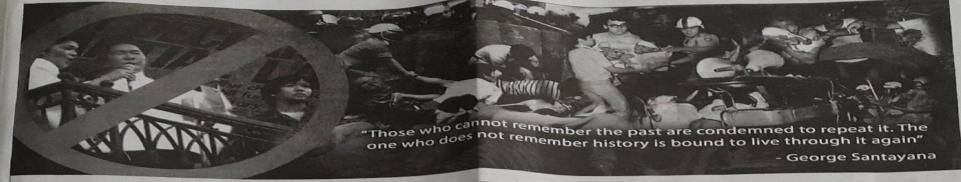


Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Publish election surveys	Election surveys which:
(measurement of opinions	1.Do not contain name of commissioning party,
and voter perception) which	polling company, period and methodology,
contain name of	margin of error, address of sponsor
commissioning party, polling	2.Are not made available for COMELEC
company, period and	inspection
methodology, margin of error,	
address of sponsor	

# Dos and Don'ts: Exit Polls



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Conducting exit polls	1. Conducted exit polls within 50-meter radius
(determination of probable	2. Pollsters not properly identified
result of election) after voters	3. Pollsters not inform voters that they can
cast ballots:	refuse to answer
1.Survey by pollsters beyond 50	4. Pollsters forced voters to answer
meter radius from polling place;	5. Polls conducted prior to casting of votes
2.Pollsters duly identified;	6. Pollsters campaigned for candidates
3.Pollsters inform voters that	7. Pre-closing of polls announcement
latter can refuse to answer; and	
4. Results of exit polls may be	
announced after closing of polls.	



#### REMEMBER THE DARK ERA OF MARTIAL LAW: NEVER AGAIN TO ANOTHER MARCOS IN MALACAÑANG!

THE FILIPINO people booted the Marcoses out of the presidential palace – and out of the country – in 1986. After sometime, they wormed their way back to Philippine politics. Thirty years since 1986, the grand scheme to recapture Malacañang, long planned by the Marcos cabal, is just a stride away – if Ferdinand "Bongbong" Marcos, Jr. becomes vice-president. A mere walk in the park could be the presidency, president. A mere walk in the park could be the presidency, given the billions of pesos in their war chest, courtesy of the plunder of people's money by the Marcos conjugal

For this reason, we have formed CARMMA - Campaign Against the Return of the Marcoses to Malacañang. We say NO to Bongbong Marcos as vice-president – because he is not the guiltless son that he presents himself to be.

Sin No. 1. Bongbong arrogantly peddles the lie that his father's unbelievable wealth is legitimate. In 2003, however, the Supreme Court defined the ill-gotten wealth of the Marcos family as those in excess of their total legal income of around \$304,000 per free 1005. \$304,000 only from 1965 to 1986. This belies the claim of Bongbong that the wealth of his father came from his alleged law practice

So far, the Presidential Commission on Good Government (PCGG) has managed to recover about \$4 billion, less than half of the \$10 billion fortune believed to have been amassed by the Marcoses through the years. These included billions of pesos worth of deposits in Swiss banks and shares in the Philippine Long Distance Telephone Co. (PLDT), Manila Electric Co. (Meralco), and San Miguel Corporation, among many

Sin No. 2. While the sins of the father may not be passed on to the son, the son could very well inherit the ill-gotten wealth of the father. And Bongbong, together with the family, did inherit the fruits of the legendary Marcos plunder, much of which has yet to be uncovered, and which Bongbong will never reveal and give back to the people. Bongbong, for 30 years, has been a mere salaried government official. How could the Marcos family live in style all these years? Where is his election fund coming from?

Sin No. 3. Bongbong whitewashes the Marcos dictatorship's crony capitalism, of which he had been a part. In 1985, when he was 26 years old, his father appointed him chairman of the board of the Philippine Communications Satellite Corporation (Philcomsat), receiving a monthly salary of anywhere between

HE MARCOSES TO MALACA

\$9,700 to \$97,000. This, despite that fact that he rarely even went to the Philoomsat office. In 1986, government auditors would discover that Philoomsat was one of the many corporations and organizations used to siphon ill-gotten wealth out of the country.

The economy bled to death due to behest loans granted by Ferdinand Sr. to his cronies who had little or no collateral. But these cronies were mere dummies of Marcos.

The biggest Marcos crony was his partner-in-crime, Imelda Romualdez, whose free rides in the Philippine Airlines made its debt balloon to \$13.8 billion in 1986 before EDSA 1. She was also the head of the Metro Manila Commission (precursor of the Metro Manila Development Authority), which, by end of 1985, had accumulated debts of PhP1.99 billion in its 10 years of existence.

Sin No. 4. Bongbong covers up the unprecedented plunder sin No. 4. Bongbong covers up the unprecedented plunder and economic sabotage that his father committed in the 21 years of his anti-people rule. Under the Marcos dictatorship, the number of Filipinos living below the poverty line doubled from 18 million in 1965 to 35 million in February 1986. The dictator also left behind a staggering foreign debt of \$27 billion. This belies the claim of Bongbong that Filipinos were better off under the Marcoses.

Sin No.5. Bongbong continues to defend and promote martial law when thousands of Filipinos suffered systematic, widespread, and state-sanctioned enforced disappearances, torture, and extrajudicial executions. At least 3,000 were killed and more than 30,000 were detained, brutally tortured, raped, or suffered various forms of abuse.

Bongbong even had the gall to dismiss the 9,539 human rights victims in the Hawaii class suit who won the case against the Marcos estate, as purely motivated by compensation. "Pera-pera lang ang habol ng mga yan," he said

As a reserve officer in the Philippine Army, Bongbong wore the military combat uniform when his father was sworn into office at the balcony of Malacañang after the dictator rigged the 1986 snap presidential elections. Bongbong upheld electoral fraud and was ready to defend the dictatorship by

Sin No.6. Bongbong has not come out clean in the billionpeso Napoles pork barrel scam. He has a lot to explain about his allocation of PhP100M for ghost nongovernment organizations of Janet Lim-Napoles.



#### CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG!

THWART THE INSIDIOUS MARCOS SCHEME TO GRAB STATE POWER AGAIN! NO TO FERDINAND "BONGBONG" MARCOS, JR. AS VICE-PRESIDENT!

Join CARMMA's National Gathering of all Martial Law victims on FEB. 22; On FEB. 25, CARMMA will lead a BIG MARCH-RALLY to commemorate the 30th Anniversary of the EDSA People Power Upirising.

Contact Number: 0975 505 5148 | Email Address: carmma.2016@gmail.com

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# Dos and Don'ts: Right to Reply



Don'ts/ Prohibited Acts
1. Denied right by media entity
2. Not given same prominence as
original release



# Dos and Don'ts: Movies



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Portraying the life or biography of	Public exhibition of a movie, cinematograph
a candidate or portrayed by an	or documentary
actor or media personality who is	1.portraying the life or biography of a
a candidate:	candidate or
1. Private showing of a movie,	2.portrayed by an actor or media personality
cinematograph or documentary	who is a candidate
2. Public exhibition in a theater,	
television station or any public	in a theater, television station or any public
forum outside the campaign	forum during the campaign period
period	
	Media personality who is a candidate or
	volunteer of or retained by candidate not
	resign during campaign period

# Dos and Don'ts: Sample Ballots



Distributing sample ballots in such color, size and number as may be authorized by the COMELEC during the campaign period

### Don'ts/ Prohibited Acts

- 1. Distributing sample ballots in violation of Comelec regulations [Note: no COMELEC regulation yet, to date]
- 2. Without the inscription "political advertisement paid for" and true and correct name and address of the candidate or party for whose benefit the print advertisement was printed
- 3. Without the inscription "printed free of charge," if donated
- 4. Without the inscription "political advertisements paid by" and name and address of payor
- 5. Without the inscription "This material should be recycled." [Note on Notices: clearly readable, 12-point type size, inside box, color contrast]







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## Dos and Don'ts: Billboards



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Using billboards, tinplate- posters, balloons and the like, of whatever size, shape, form or kind during the campaign period [Note: prohibition under the Omnibus Election Code expressly repealed by Fair Election Act]	Used without securing COMELEC authority, initiated through verified petition and publication

# Dos and Don'ts: Gadgets and T-Shirts



Dos/ Permissible Acts	Don'ts/ Prohibited Acts
Purchasing, manufacturing,	Used without securing
requesting, distributing or accepting	COMELEC authority, initiated
electoral propaganda gadgets, such	through verified petition and
as pens, lighters, fans of whatever	publication
nature, flashlights, athletic goods or	
materials, wallets, shirts, hats,	
bandanas, matches, cigarettes and	
the like	
[Note: prohibition under the	
Omnibus Election Code expressly	
repealed by Fair Election Act]	



# Dos and Don'ts: Fund-raising Events



### Dos/ Permissible Acts

### Holding dances, lotteries, cockfights, games, boxing bouts, bingo, beauty contests, entertainments, or cinematographic, theatrical or other performances for the purpose of raising funds for an election campaign or for the support of any candidate prior to the election period (January 10, 2016)

### Don'ts/ Prohibited Acts

Held dances, lotteries, cockfights, games, boxing bouts, bingo, beauty contests, entertainments, or cinematographic, theatrical or other performances for the purpose of raising funds for an election campaign or for the support of any candidate during election period

## **Maximum Amount**



Position	Amount
President and Vice-President	P 10/ voter
Other Candidates who are Nominated and Supported by Parties	P 3/ vote
Independent Candidates or Not Supported by Party	P 5/ voter
Political Parties	P 5/ voter

### **Prohibited Contributions**



- All SEC-registered corporations
- FinancingInstitutions
- Public UtilityOperator
- Natural ResourcesExplorer
- GovernmentContractors

- Franchise Holders
- Donee Institution from Government (P100,000)
- Donee Educational Institutions (P100,000)
- Foreigners/ ForeignCorporations
- Civil Servants and AFP

## Lawful Expenditures



— Use of Facilities — Advertisements

—Travel — Meetings/ Rallies

— Compensation — Volunteers

— Communications — Counsel\*

Written Materials
—Copying of List of

Voters\*
—Pollwatchers

—Sample Ballots\*

(\* - not included in cap)

### Other Prohibited Acts



- —Not reveal true name of contributor
- —Not report all contributions/ donations
- Expenditures made by non-authorized persons
- —Not pay income tax on unutilized/ excess campaign funds
- Not file Statement of Contributions and Expenditures
  - Cannot assume office
  - First offense administrative fine from P1,000 to P30,000
  - —Subsequent offense administrative fine from P2,000 to P60,000 and Perpetual disqualification to hold public office

## **SOCE**



F	PART B: CONTRIBUTIONS RECEIVED (Itemized entries in Form SCR, indicate "0.00" if none received)	
B.1.	CASH CONTRIBUTIONS RECEIVED FROM OTHER SOURCES:	₱150,000.00
B.2.	IN-KIND CONTRIBUTIONS RECEIVED FROM OTHER SOURCES:	<del>₱</del> 95,000.00
B.3.	CASH CONTRIBUTIONS RECEIVED FROM POLITICAL PARTY: (for candidates with parties only)	₱0.00
B.4.	IN-KIND CONTRIBUTIONS RECEIVED FROM POLITICAL PARTY: (for candidates with parties only)	₱0.00
	TOTAL CONTRIBUTIONS RECEIVED	₱245,000.00
	PART C: EXPENDITURES INCURRED (Itemized entries in Form	SOE)
C.1.	EXPENDITURES PAID OUT OF PERSONAL FUNDS / RESOURCES:	₱106,500.00
C.2.	EXPENDITURES PAID OUT OF CASH CONTRIBUTIONS:	₱150,000.00
C.3.	EXPENDITURES INCURRED USING IN-KIND CONTRIBUTIONS:	₱95,000.00
	TOTAL EXPENDITURES INCURRED	₱351,500.00

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## **SOCE**



	PART B: SUBTOTAL OF LAWFUL EXPENDITURES PER EXPENSE TYP	E/CATEGORY
Α	Travel expenses of candidate & campaign personnel during the campaign & incidental personal expenses	<b>₽</b> 75,000.00
В	Compensation of campaigners, clerks, stenographers, messengers, & other persons employed in the campaign	
С	Telephone, mobile phone usage fees, prepaid phone load, internet access, postages, freight & courier charges	₱14,000.00
D	Stationery, printing & distribution of printed materials relative to candidacy;	₽10,000.00
E	Employment of watchers at the polls	₽100,000.00
F	Rent, maintenance & furnishing of campaign headquarters, office or place of meetings	₽22,500.00
G	Political meetings & rallies & the use of sound systems, lights & decorations during said meetings & rallies	₽20,000.00
H	Newspaper, radio, TV & other advertisements to promote the candidacy, including website/internet ad placements	₱50,000.00
	SUBTOTAL	₱291,500.00
	PART C: EXPENDITURES INCURRED (Itemized entries in Form	SOE)
<u>I</u>	Employment of counsel	₱50,000.00
J	Copying & classifying lists of voters, investigating & challenging the right to vote of persons registered in the lists	
K	Printing of sample ballots in such color, size & maximum number as may be authorized by the Commission	₱10,000.00
	TOTAL EXPENDITURES INCURRED	₱351,500.00

### THANK YOU. GOOD LUCK.