



WEAC Disclaimer Language Recommendations for Regions/Locals

Elections Disclaimer Language Font Size Requirements

- b) It meets the following applicable minimum font size:
1. An attribution on a written communication measuring no larger than 8.5 inches by 11 inches must be printed in at least 10-point font;
 2. An attribution on a written communication that is larger than 8.5 inches by 11 inches, but is not larger than 24 inches by 36 inches, must be printed in at least 12-point font; or
 3. An attribution on any other written communication must appear in letters that are at least four percent of the vertical height of the written communication.
- (c) It appears in black text on a white background, or the degree of contrast between the background color and the text color is at least as great as the degree of contrast between the background color and the color of the largest text in the communication.
- (d) It remains visible for a period of at least four seconds.

Source: https://docs.legis.wisconsin.gov/code/admin_code/eth/1/96/3

Rule Updates June, 2020:

PAC Disclaimer Language

- Paid for by [name of PAC committee]. Not authorized by any candidate or candidate's agent or committee.

Referendums or Member-to-Member Communications

- This is an 11.0101(10)(b)(1) communication with [insert Region/Local name] members.

In-Kind Contribution to YES Committee

- Paid for by WEAC as an in-kind contribution to [insert Yes Committee Name].

Phone Bank/RoboCall Disclaimer for Members:

- Paid for by [WEAC/Region or Local Name]. This is an 11.0101 communication with [insert Region/Local name] members.

Phone Bank/RoboCall Disclaimer Language for Yes Committee:

- Paid for by [WEAC/Region or Local Name] as an in-kind contribution to [insert Yes Committee Name].

Multiple EA States:

If a membership communication is going out to not only WEAC members but also members in IL, MI, MN or IA.

- This is an 11.0101(10)(b)(1) communication with WEAC and [enter state EA name i.e. Education Minnesota] members.