

# Memorandum

To : File - 82015

Date : Aug. 3, 1978

*A-78-08-016*

From : FAIR POLITICAL PRACTICES COMMISSION  
Barbara Campbell *BC*

Subject: Advice on newspaper advertising discount

Kirk Pessner of Dobbs and Nielsen called today with the following situation. A newspaper has regular rates for commercial and political advertisers. Those rates are lower than the rates available to the general public. The political rates are given to all political advertisers. The commercial and political rates are scheduled for an increase, effective October 1. Kirk asked if the newspaper retains the lower political advertising rate until after the election, will the newspaper be making in-kind contributions (in the form of a discount) to its political advertisers?

I advised Kirk that the above-described situation is not a contribution.

I based my advice on that portion of Government Code Section 82015 which defines the "granting of discounts ... by ... newspapers not extended on an equal basis to all candidates for the same office" as a contribution.

In the situation Pessner described, the lower political advertising rate is available to all political advertisers and is therefore not a contribution under the Political Reform Act.

BC:plh  
cc: Ted