



SAFER ALBUQUERQUE COMMITTEE (SAFER ABQ)
P.O. BOX 4004
ALBUQUERQUE, NM 87196

March 27, 2024

VIA E-MAIL (cityclerk@cabq.gov)

RECEIVED

By Cristobal Rocha at 2:44 pm, Mar 27, 2025

OFFICE OF THE CITY CLERK
P.O. BOX 1293
ALBUQUERQUE, NM 87103
BOARD OF ETHICS AND CAMPAIGN PRACTICES

Re: Request for Clarification on Disclaimer Requirement for Electronic Billboard Advertisement

Dear Members of the Board of Ethics and Campaign Practices,

I am writing on behalf of the Measure Finance Committee - Safer Albuquerque Committee (Safer ABQ), to seek clarification regarding the disclaimer requirements for an electronic billboard advertisement related to the 2025 Albuquerque mayoral race. Our goal is to ensure full compliance with the City's election code while also respecting the operational policies of Clear Channel, the billboard provider.

The election code Part 18(A)(1)(a)(i)(b) specifies that printed materials must include a disclaimer stating the entity responsible for printing, such as:

"Printed by Clear Channel, [Clear Channel's address]."

However, **Clear Channel will not allow their entity name to be included in the disclaimer for the following reasons:**

1. Clear Channel claims they are not "printing" materials; they are simply uploading advertisements that were created by Safer ABQ to their digital billboards.
2. Their name/logo is already visible on the billboard frame.
3. Lastly, they want to avoid implication that Clear Channel is endorsing or is in any way affiliated with a political campaign or committee.

To address these concerns while striving for compliance, Safer ABQ is making accommodations to modify the disclaimer to read:

"Printed by Safer ABQ, [Safer ABQ's address]."

Our reasoning is that Safer ABQ is responsible for the creation of the advertisement, while Clear Channel is merely providing the display platform. We believe this approach aligns with the intent of the election code while also accommodating Clear Channel's neutrality concerns.

Given that this issue will likely impact other campaigns utilizing electronic billboards, we respectfully request guidance from the Board on how best to proceed. Our intent is to proactively ensure compliance and to establish a clear and reasonable precedent for future campaign advertisements.



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We appreciate your time and consideration and look forward to your response. Please let us know if any additional information is needed.

Very Respectfully,

A handwritten signature in black ink, appearing to be "C. Rolison", enclosed within a circular scribble.

Charles M. Rolison - Chairperson
Safer ABQ
(505) 975-4899

Cc: Cristobal Rocha – CABQ Program Administrator
Katrina Tracy – Safer ABQ, Treasurer