

NEW YORK STATE POLITICAL ADVOCACY ADVERTISING DISCLOSURE REPORT CARD

**Evaluating the transparency of grassroots lobbying advertisements by
New York State's most powerful interest groups**

1199/SEIU & GNYHA Healthcare Education Project
Alliance for a Healthier New York
Alliance for Quality Education
American Beverage Association
The Business Council of New York State
Civil Service Employees Association
Committee to Save New York
Education Reform Now
New Yorkers for Fiscal Fairness
New York State United Teachers (NYSUT)
Public Employees Federation
Strong Economy for All Coalition
United Federation of Teachers
United University Professions
Unshackle Upstate



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ADVERTISING DISCLOSURE GRADES

(For details on each organization, its advertisements, and its grade, please continue reading the report below)

UNITED UNIVERSITY PROFESSIONS:	90/100 = A-
THE BUSINESS COUNCIL OF NEW YORK STATE:	90/100 = A-
CIVIL SERVICE EMPLOYEES ASSOCIATION:	85/100 = B
PUBLIC EMPLOYEES FEDERATION:	80/100 = B-
NEW YORK STATE UNITED TEACHERS (NYSUT):	75/100 = C
1199/SEIU & GNYHA HEALTHCARE EDUCATION PROJECT:	70/100 = C-
UNITED FEDERATION OF TEACHERS:	70/100 = C-
STRONG ECONOMY FOR ALL COALITION:	60/100 = F
ALLIANCE FOR A HEALTHIER NEW YORK:	50/100 = F
EDUCATION REFORM NOW:	50/100 = F
NEW YORKERS FOR FISCAL FAIRNESS:	50/100 = F
AMERICAN BEVERAGE ASSOCIATION:	45/100 = F
UNSHACKLE UPSTATE:	45/100 = F
COMMITTEE TO SAVE NEW YORK:	40/100 = F
ALLIANCE FOR QUALITY EDUCATION:	35/100 = F

INTRODUCTION & METHODOLOGY

The following report card is a supplement to Common Cause/NY's new research publication, "*LIFTING THE VEIL*," which describes the growing volume and significance of political advocacy advertising in New York State.

Statewide spending on political advocacy advertising has exploded in recent years as interest groups have waged multi-million dollar campaigns to influence state legislation, budget cuts, and tax policy. Because New York lacks clear regulations on disclosures for political advertising occurring outside of election season, levels of disclosure and transparency vary widely.

The interest groups behind these campaigns have increasingly used third-party coalitions such as "The Committee to Save New York," "New Yorkers for Fiscal Fairness," and "Unshackle Upstate," to broadcast their messages. Using a third-party coalition allows interest groups to avoid disclosing the names of the organizations, businesses, and/or individuals that are benefiting from the advertisement.

The interest groups included in this report card were identified through research of newspaper/blog coverage of New York State politics and the annual reports on New York State lobbying issued by the Commission on Public Integrity. Advertising spending figures were drawn from detailed review of the itemized expenditures for each organization as listed on bi-annual and bi-monthly lobbying reports filed with the Commission on Public Integrity. The interest groups included in this report card are not intended to represent a full list of every organization that has engaged in political advocacy advertising in New York State, but were selected as a sample of the trends revealed by this analysis.

This report card highlights the wide range of disclosure and transparency in New York political advocacy advertising by evaluating and grading each interest group on a scale of 0-100 based on the following criteria:

- **Are the funders of the advertisement clearly identified and not hidden behind a third party name?**
 - Up to 30 points
- **At the end of ad, is the disclosure of the organization's name at least equally prominent to any other organizational names or website addresses displayed/announced?**
 - Up to 25 points
- **Is the organization's full name, and partners/funders (if a third-party organization) clearly available on organization's website(s)?: 20/25**
 - Up to 25 points
- **Does the advertisement display/announce the full organization name instead of an acronym?**
 - Up to 10 points
- **Does the advertisement disclose the organization's name at both the beginning and end of the advertisement?**
 - Up to 10 points

UNITED UNIVERSITY PROFESSIONS

ADVERTISING DISCLOSURE GRADE: 90/100 = A-

Year	Advertising Spending
2005	\$ 608,339
2006	\$ 469,129
2007	\$ 439,246
2008	\$ 756,224
2009	\$ 896,558
2010	\$ 385,000
Jan-Apr 2011	\$ 617,145

- Union of State University of New York (SUNY) faculty and staff.
- Affiliated with New York State United Teachers (NYSUT)

2011 campaign against cuts to SUNY/CUNY – beginning of ad:



2011 campaign against cuts to SUNY/CUNY – conclusion of ad:



http://www.youtube.com/watch?v=GNzyeXE7ly4&feature=player_embedded

UNITED UNIVERSITY PROFESSIONS (continued)

ADVERTISING DISCLOSURE GRADE: 90/100 = A-

Grading Explanation

- **Funders are not hidden behind a third party name: 30/30**
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 20/25**
 - Although "*UNITED UNIVERSITY PROFESSIONS, PHILIP H. SMITH, PRESIDENT*" is clearly displayed, "*GO TO SAVESUNY.ORG*" is more prominent.
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 20/25**
 - United University Professions is large and clear at the homepage at (<http://www.uupinfo.org/>).
 - At the "Save Suny" campaign site (<http://www.savesuny.org/>) "*SAVE SUNY: THINK AHEAD, INVEST IN HIGHER ED*" is at the top banner with "*PAID FOR BY UNITED UNIVERSITY PROFESSIONS*" in very small font at the bottom.
- **Displays full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 10/10**
 - United University Professions is the only organization in this study that discloses at the beginning of the advertisement in addition to the required disclosure at the end.

THE BUSINESS COUNCIL OF NEW YORK STATE

ADVERTISING DISCLOSURE GRADE: 90/100 = A-

Year	Advertising Spending
2005	\$ 0
2006	\$ 0
2007	\$ 9,000
2008	\$ 36,775
2009	\$ 2,400
2010	\$ 0
Jan- Apr 2011	\$ 9,000

- Founded in 1980, the largest statewide business lobby in New York, composed of thousands of corporations, small businesses, local chambers of commerce, and trade organizations.
- Stated mission is to “serve as an advocate for employers in the state political and policy-making arena, working for a healthier business climate, economic growth, and jobs.”

**May 2011 – Radio ad in support of statewide property tax cap
Concludes with “A MESSAGE FROM THE BUSINESS COUNCIL OF NEW YORK STATE,
WORKING TO CREATE ECONOMIC GROWTH, GOOD JOBS, AND STRONG COMMUNITIES”**

[\(http://polhudson.lohudblogs.com/2011/05/02/business-council-releases-radio-ad-in-favor-of-tax-cap/\)](http://polhudson.lohudblogs.com/2011/05/02/business-council-releases-radio-ad-in-favor-of-tax-cap/)

Grading Explanation

- **Funders are not hidden behind a third party name: 30/30**
- **At end of ad, disclosure of organization’s name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
 - Clear disclosure that ads are sponsored by “The Business Council of New York State”
- **Organization’s full name, and partners/funders (if a third-party organization) are clearly available on organization’s website(s): 25/25**
 - “The Business Council” with an NY State logo is clearly displayed at the top banner. (<http://www.bcnys.org/>)
 - Full alphabetized list of members available by clicking on “Members & Membership” tab
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

CIVIL SERVICE EMPLOYEES ASSOCIATION

ADVERTISING DISCLOSURE GRADE: 85/100 = B

Year	Advertising Spending
2005	\$ 138,953
2006	\$ 525,900
2007	\$ 0
2008	\$ 314,709
2009	\$ 723,741
2010	\$ 272,589
Jan- Apr 2011	\$ 0

- New York State's largest state employee union.
- Represents 66,000 + New York State and local government employees
- Affiliated with AFSCME – the American Federation of State, County, and Municipal Employees
- Often collaborates on campaigns with Public Employees Federation.

2009 ad with Public Employees Federation against Gov. Paterson's cuts



<http://www.youtube.com/watch?v=XXWLLxzH8RU>

Spring 2010 ad "New York's Leading Union"



<http://www.youtube.com/watch?v=IWDzxUjOKkc>

CIVIL SERVICE EMPLOYEES ASSOCIATION (continued)

ADVERTISING DISCLOSURE GRADE: 85/100 = B

Grading Explanation

- **Funders are not hidden behind a third party name: 30/30**
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
 - Clear disclosure that ads are sponsored by and in support of "CSEA" and "PEF"
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 25/25**
 - "CSEA: NEW YORK'S LEADING UNION" prominent at top banner of homepage (<http://www.csealocal1000.org/>)
- **Displays/announces full organization name instead of acronym: 5/10**
 - Acronym "CSEA" is displayed instead of "Civil Service Employees Association" but the organization's president and the fact that "CSEA" is a union is clearly disclosed.
- **Discloses organization name at both the beginning and end of the ad: 0/10**

PUBLIC EMPLOYEES FEDERATION

ADVERTISING DISCLOSURE GRADE: 80/100 = B-

Year	Advertising Spending
2005	\$ 1,142,500
2006	\$ 777,527
2007	\$ 128,693
2008	\$ 95,112
2009	\$ 450,270
2010	\$ 724,707
Jan-Apr 2011	N/A ¹

- New York's second largest state employee union
- Represents 56,000 + state employees in mostly white collar technical jobs.
- Often collaborates on campaigns with Civil Service Employees Union.

2008 ad against service cuts.



<http://www.youtube.com/watch?v=Ifyl7R8Uios>

Grading Explanation

- Funders are not hidden behind a third party coalition name: 30/30
- At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25
 - Clear disclosure that ads sponsored by and in support of "PEF"
- Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 25/25
 - "NEW YORK STATE PUBLIC EMPLOYEES FEDERATION" is large and clear at the top banner (<http://www.pef.org/home>)
- Displays full organization name instead of acronym: 0/10
- Discloses organization name at both the beginning and end of the ad: 0/10

¹ PEF reports itemized expenditures only on its bi-annual lobbying reports, which will not be available until July 2011.

NEW YORK STATE UNITED TEACHERS (NYSUT)

ADVERTISING DISCLOSURE GRADE: 75/100 = C

Year	Advertising Spending
2005	\$ 132,876
2006	\$ 538,919
2007	\$ 255,092
2008	\$ 1,151,356
2009	\$ 1,791,225
2010	\$ 3,189,926
Jan- Apr 2011	\$ 1,217,397

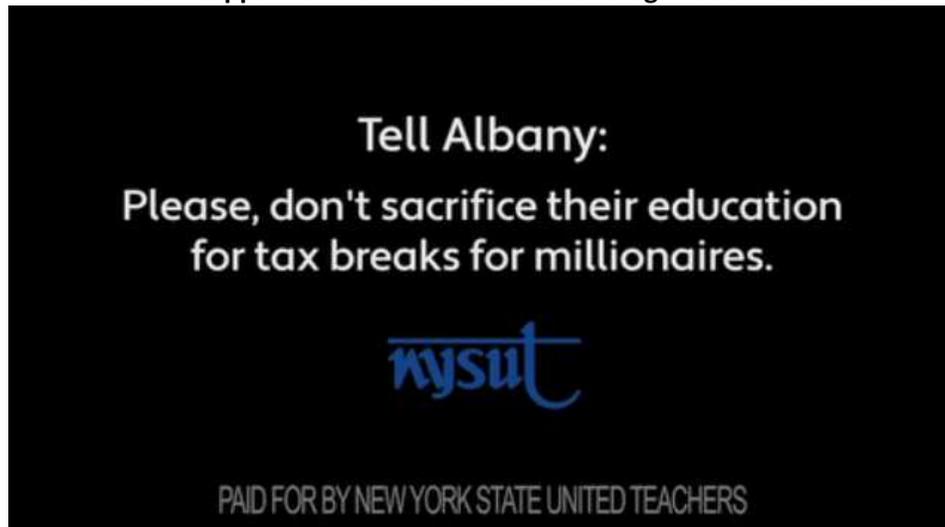
- New York's statewide teachers union with over 600,000 members.
- New York City's United Federation of Teachers and the United University Professions union of SUNY and CUNY faculty and staff are affiliates.
- Over \$17.5 million in total lobbying expenditures since 2005, one of Albany's biggest spenders.
- Major increase in advertising since 2008

2008 ad campaign against the property tax cap



(http://www.youtube.com/watch?v=CNHdyyls9i0&feature=player_embedded)

2011 ad in support of the millionaire's tax and against education cuts



(<http://www.youtube.com/watch?v=NVoJzsnR3lc&NR=1>)

NEW YORK STATE UNITED TEACHERS (NYSUT) (continued)

ADVERTISING DISCLOSURE GRADE: 75/100 = C

Grading Explanation

- **Funders are not hidden behind a third party name : 30/30**
 - “PAID FOR BY NEW YORK STATE UNITED TEACHERS” is clearly displayed at the end of each advertisement.
- **At end of ad, disclosure of organization’s name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
- **Organization’s full name, and partners/funders (if a third-party organization) are clearly available on organization’s website(s): 10/25**
 - “Advancing Excellence. NYSUT: A Union of Professionals” appears at the top banner. The fact that NYSUT stands for “New York State United Teachers,” a teachers union with 600,000 members, is only revealed at the bottom of the page in small font.
(<http://www.nysut.org>)
 - In February 2011, NYSUT launched a campaign website called “Bad Cap City News”² (<http://badcapcitynews.org/>) to highlight the potential negative consequences of a property tax cap. There is no disclosure on this website that the site is paid for by NYSUT.
- **Displays full organization name instead of acronym: 10/10**
 - Organizational logo, which is an acronym, is displayed alongside a clear disclosure at the bottom of the ads.
- **Discloses organization name at both the beginning and end of the ad: 0/10**

² The New York Times reported the connection between NYSUT and the “Bad Cap City News” site at <http://cityroom.blogs.nytimes.com/2011/02/16/joking-to-a-point-about-a-property-tax-cap/>

1199/SEIU & GNYHA HEALTHCARE EDUCATION PROJECT

ADVERTISING DISCLOSURE GRADE: 70/100 = C-

Year	Advertising Spending
2005	\$ 2,846,455
2006	\$ 2,926,599
2007	\$ 9,219,325
2008	\$ 1,183,562
2009	\$ 2,818,939
2010	\$ 3,204,228
Jan-Apr 2011	\$ 0

- Founded in 1999, a lobbying partnership of the 1199/SEIU healthcare workers union and the state organization of hospital owners, the Greater New York Hospital Association.
- One of the most powerful and well-financed lobbying organizations in New York State, it has spent over \$36 million on lobbying since 2005—more than the three major teachers’ unions combined (NYSUT, UFT, & UUP).

2007 ad campaign against Governor Spitzer’s cuts (no disclosure of 1199 SEIU or GNYHA)



<http://www.youtube.com/watch?v=pZUFZQelBfg>

2009 ad campaigns against Governor Paterson’s healthcare budget cuts (improved disclosure)



<http://www.youtube.com/watch?v=OkcyRqtE3A>

1199/SEIU & GNYHA HEALTHCARE EDUCATION PROJECT (continued)

ADVERTISING DISCLOSURE GRADE: 70/100 = C-

Grading Explanation

- **Funders not hidden behind a third party name: 25/30**
 - o For 2007 and earlier, disclosures at the end of the ads are “*PAID FOR BY THE HEALTHCARE EDUCATION PROJECT,*” with no disclosure of 1199/SEIU or GNYHA as funders, but this has since been corrected.
- **At end of ad, disclosure of the organization’s name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
 - o “*PAID FOR BY 1199 SEIU & GNYHA HEALTHCARE EDUCATION PROJECT*” is clear and the only organizational name displayed at the conclusion of ads.
- **Organization’s full name, and partners/funders (if a third-party organization) are clearly available on organization’s website(s): 20/25**
 - o At organization homepage, top banner reads “healthcare education project” without listing 1199 SEIU & GNYHA, which are at the bottom of the homepage in much smaller font (<http://www.healthcareeducationproject.org/>)
- **Displays full organization name instead of acronym: 0/10**
 - o “SEIU” and “GNYHA” may be confusing to the average viewer; spelling out the full name of the organizations would help improve transparency.
- **Discloses at both the beginning and conclusion of the ad: 0/10**
 - o Discloses only at the end of advertisements.

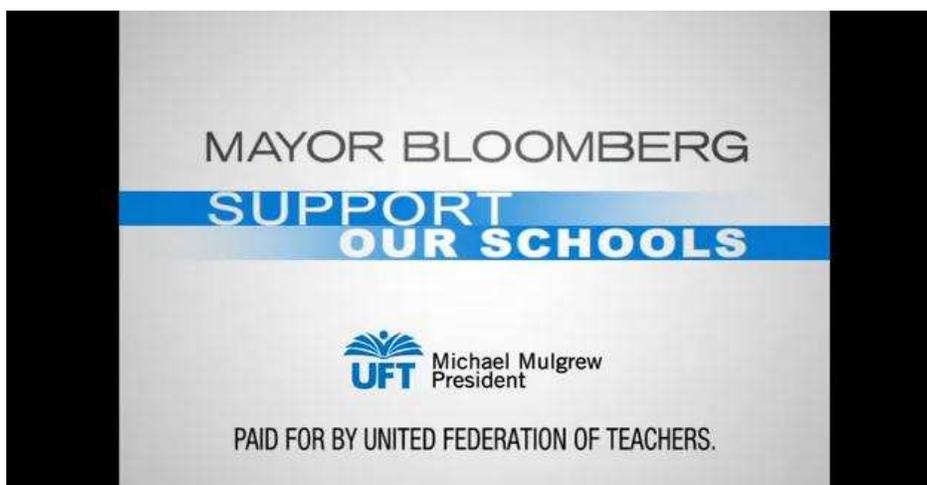
UNITED FEDERATION OF TEACHERS

ADVERTISING DISCLOSURE GRADE: 70/100 = C-

Year	Advertising Spending
2005	N/A
2006	N/A
2007	N/A
2008	N/A
2009	N/A
2010	N/A
Jan- Apr 2011	N/A

- New York City teachers' union with over 200,000 members, affiliate of NYSUT.
- UFT does not directly report its advertising expenditures on state lobbying disclosures.
- Engaged in an advertising war with Mayor Bloomberg and Education Reform Now in 2010-2011 over the issue of "last in, first out" teacher seniority.

2010 – 2011 ads on the issue of "last in, first out" and education budget cuts



http://www.youtube.com/watch?feature=player_embedded&v=J7KqEf7-74



<http://www.youtube.com/watch?v=Zt4MjAXY-YU>

UNITED FEDERATION OF TEACHERS (continued)

ADVERTISING DISCLOSURE GRADE: 70/100 = C-

Grading Explanation

- **Funders are not hidden behind a third party name: 30/30**
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 15/25**
 - Some of UFT's recent ads display the campaign website "ProtectingOurKids.org" more prominently than the union name.
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 15/25**
 - "United Federation of Teachers: A Union of Professionals" is clearly displayed at the top of the home website (<http://www.uft.org/>).
 - At the home page for the "Protecting Our Kids" campaign, UFT is not mentioned at all, it is only revealed that they are the sponsor if the "Who We Are" or "Why It Matters" tabs are clicked.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

STRONG ECONOMY FOR ALL COALITION

ADVERTISING DISCLOSURE GRADE: 60/100 = F

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Year	Advertising Spending
2005	\$ 0
2006	\$ 0
2007	\$ 0
2008	\$ 0
2009	\$ 0
2010	\$ 0
Jan- Apr 2011	\$ 392,606

- New coalition of unions and progressive groups formed in 2011.
- Members include NYSUT, 1199 SEIU, Alliance for Quality Education, Make the Road New York, and New York Communities for Change among others.

**2011 – Radio ads target specific State Senators on the extension of the millionaire’s tax
Ads conclude with “PAID FOR BY THE STRONG ECONOMY FOR ALL COALITION”**

[\(http://polhudson.lohudblogs.com/2011/03/22/groups-start-ad-blitz-for-millionaires-tax/\)](http://polhudson.lohudblogs.com/2011/03/22/groups-start-ad-blitz-for-millionaires-tax/)

Grading Explanation

- **Funders are not hidden behind a third party name: 0/30**
- **At end of ad, disclosure of organization’s name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
- **Organization’s full name, and partners/funders (if a third-party organization) are clearly available on organization’s website(s): 25/25**
 - Website (<http://strongforall.org/>) clearly displays coalition name at the top of the banner with a bold tab for “The Coalition” at the upper right, leading to a list of sponsors with descriptions for each organization.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

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ALLIANCE FOR A HEALTHIER NEW YORK

ADVERTISING DISCLOSURE GRADE: 50/100 = F

Year	Advertising Spending
2005	\$ 0
2006	\$ 0
2007	\$ 0
2008	\$ 0
2009	\$ 0
2010	\$2,895,984
Jan-Apr 2011	\$ 0

- Collaboration between 1199/SEIU and GNYHA in support of Governor Paterson's soda tax proposal.
- Organized as part of a deal with Governor Paterson that revenues from the soda tax would be used to offset health care cuts.
- Ad campaign in January-February 2010, no other spending since.

2010 – Ad in support of Governor Paterson's soda tax proposal



(<http://www.youtube.com/watch?v=2sLAnBAUNp0&NR=1>)

Grading Explanation

- **Funders are not hidden behind a third party name: 0/30**
 - No disclosure that these ads were paid for by 1199 SEIU and GNYHA
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 15/25**
 - "HealthierNYNow.org," the Committee's upbeat but ambiguous website address, is more prominent than "PAID FOR BY ALLIANCE FOR A HEALTHIER NEW YORK."
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 25/25**
 - Website is no longer available but an image of the page can be viewed at (<http://www.somethingdigital.com/ourwork/alliance-for-a-healthier-new-york>). Coalition name was clearly displayed at the top, with disclosure of 1199 SEIU and GNYHA's sponsorship on the bottom.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

EDUCATION REFORM NOW

ADVERTISING DISCLOSURE GRADE: 50/100 = F

Year	Advertising Spending
2005	\$ 0
2006	\$ 30,000
2007	\$ 0
2008	\$ 0
2009	\$ 0
2010	\$ 5,982,699
Jan- Apr 2011	N/A ³

- A 501(c)3/(c)4 non-profit advocacy organization that supports the charter schools, school choice, testing, and “accountability” model of school reform.
- Board is chaired by Joel Klein, Mayor Bloomberg’s former NYC Schools Chancellor.
- Major advertising campaign in 2010 and 2011 in support of changing the “last in, first out” teacher seniority policy.

2010 – Ads against the “last in, first out” teacher seniority



http://www.youtube.com/watch?v=H9RTxXjfB_w&NR=1



<http://www.youtube.com/watch?v=KUEQyhypC10>

³ Education Reform Now reports itemized expenditures only on its bi-annual lobbying reports, which will not be available until July 2011.

EDUCATION REFORM NOW (continued)

ADVERTISING DISCLOSURE GRADE: 50/100 = F

Grading Explanation

- **Funders not hidden behind a third party name: 15/30**
 - These advertisements obscure the fact that Education Reform Now is funded by charter schools and those with a vested interest in their growth.
- **At end of ad, disclosure of the organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 15/25**
 - In some of the ads, "KeepGreatTeachers.org," a separate campaign website, is more prominent than "*PAID FOR BY EDUCATION REFORM NOW*"
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 10/25**
 - At organization homepage (<http://www.edreformnow.org/>), "Education Reform Now" logo is clearly displayed. List of board members is available through the "About Us" tab but other major funders are not listed. At the "Keep Great Teachers" campaign site, "©Education Reform Now" is at the very bottom of the page in fine print.
- **Displays full organization name instead of acronym: 10/10**
- **Discloses at both the beginning and conclusion of the ad: 0/10**
 - Discloses only at the end of advertisements.

NEW YORKERS FOR FISCAL FAIRNESS

ADVERTISING DISCLOSURE GRADE: 50/100 = F

Year	Advertising Spending
2005	\$ 0
2006	\$ 366,471
2007	\$ 0
2008	\$ 513,713
2009	\$ 188,968
2010	\$ 800,044
Jan- Apr 2011	\$ 98,075

- Coalition of labor unions and progressive groups with major funding from NYSUT, PEF, and CSEA.
- Has been advertising in support of progressive taxation since 2003.

**2008 – Radio ad in support of the millionaire’s tax,
Concludes with “PAID FOR BY NEW YORKERS FOR FISCAL FAIRNESS”**
(<http://www.progressive-economics.ca/2008/04/06/new-yorkers-for-fiscal-fairness/>)

**2011 – Radio ad in support of the millionaire’s tax
Concludes with “A MESSAGE FROM NEWYORKERS FOR FISCAL FAIRNESS”**
(<http://blog.timesunion.com/capitol/archives/61699/latest-budget-ad-ties-cuomo-to-save-ny/>)

Grading Explanation

- **Funders are not hidden behind a third party name: 0/30**
- **At end of ad, disclosure of organization’s name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
 - Clear disclosure that ads are sponsored by “New Yorkers for Fiscal Fairness”
- **Organization’s full name, and partners/funders (if a third-party organization) are clearly available on organization’s website(s): 15/25**
 - Website (<http://www.abetterchoiceforny.org/>) currently has “Growing Together NY: A Better Choice for New York” as the top banner, with “New Yorkers For Fiscal Fairness” logo and info only at the bottom.
 - Full list of “steering committee members” and “groups signed onto campaign” available by clicking on “supporters” tab of top banner.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

AMERICAN BEVERAGE ASSOCIATION

ADVERTISING DISCLOSURE GRADE: 45/100 = F

Year	Advertising Spending
2005	\$ 0
2006	\$ 0
2007	\$ 0
2008	\$ 0
2009	\$375,174
2010	\$12,536,119
Jan-Apr 2011	\$ 0

- Nationwide trade organization for the non-alcoholic beverage industry, founded in 1918 as “The American Bottlers of Carbonated Beverages.”
- Spent almost \$13 million on an advertising campaign designed by Goddard Claussen (firm famous for 1990’s anti-health care reform “Harry and Louise” ads) against Governor Paterson’s proposed soda tax.
- Organized and advertised through a group called “New Yorkers Against Unfair Taxes”

2010 – Ad against Governor Paterson’s proposed soda tax



(<http://www.youtube.com/watch?v=Uz5TOMUhnPg&feature=related>)

Grading Explanation

- **Funders are not hidden behind a third party name: 15/30**
 - American Beverage Association discloses on the ads but also uses the “New Yorkers Against Unfair Taxes” name.
- **At end of ad, disclosure of organization’s name is at least equally prominent to any other organizational names or website addresses displayed or announced: 10/25**
 - “NEW YORKERS AGAINST UNFAIR TAXES” is much more prominent than “PAID FOR BY THE AMERICAN BEVERAGE ASSOCIATION.”
- **Organization’s full name, and partners/funders (if a third-party organization) are clearly available on organization’s website(s): 10/25**
 - Website (<http://www.nobeveragetax.com>) for New Yorkers Against Unfair Taxes displays the name clearly and has a full list of sponsors but does not reveal that American Beverage Association is paying for the campaign.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

UNSHACKLE UPSTATE

ADVERTISING DISCLOSURE GRADE: 45/100 = F

Year	Advertising Spending*
2005	\$ 0
2006	\$ 21,719
2007	\$ 195,748
2008	\$ 107,000
2009	\$ 19,460
2010	\$ 86,759
Jan-Apr 2011	\$ 1,920

* Expenses reported through Buffalo-Niagara Partnership's filings until 2009, when the campaign registered independently

- Campaign to improve the business climate through reductions in taxes and regulations.
- Sponsored by upstate business organizations including the Buffalo-Niagara Partnership and Rochester Business Alliance.
- Social media, local grassroots advertising (e.g. billboards), and radio ads.

2009-2011 – online advertisements and YouTube videos use the following logos to disclose



(<http://www.youtube.com/user/UnshackleUpstate>)

2009 – Radio ad against NY State budget tax increases
Concludes with "FIGHT BACK AT UNSHACKLEUPSTATE.COM"

(<http://www.thepartnership.org/files/Multimedia/OP-UNSHACKLE%20UPSTATE-RR.mp3>)

UNSHACKLE UPSTATE (continued)

ADVERTISING DISCLOSURE GRADE: 45/100 = F

Grading Explanation

- **Funders are not hidden behind a third party name: 0/30**
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 20/25**
 - Ads disclose with some variation of "visit UnshackleUpstate.com" – which makes it unclear that "Unshackle Upstate" is the name of a coalition that is paying for the advertising.
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 15/25**
 - Website (<http://www.unshackleupstate.com/>) clearly displays coalition name at the top of the banner with a tab for "partners" leading to a full list of funders.
 - But visitors are greeted at the homepage by a description of the group as "a bipartisan coalition of over 80 business and trade organizations" when in fact the campaign is almost completely comprised of business lobbies and chambers of commerce.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

COMMITTEE TO SAVE NEW YORK

ADVERTISING DISCLOSURE GRADE: 40/100 = F

Year	Advertising Spending
2005	\$ 0
2006	\$ 0
2007	\$ 0
2008	\$ 0
2009	\$ 0
2010	\$ 0
Jan-Apr 2011	\$5,427,348

- Coalition of major business lobbies and corporations including the Business Council of NY State, Partnership for NYC, and Real Estate Board of New York, and Tishman-Speyer Properties.
- Organized at Governor Andrew Cuomo's urging to help counter the influence of NY State unions.
- New York's biggest advertising spender in Jan-Feb 2011.

**2011 – Multiple ads in support of Governor Cuomo's budget proposals
(balance the budget without extending the millionaire's tax or any other new taxes)**



<http://www.youtube.com/watch?v=jZ07d9K31gU&feature=related>

Grading Explanation

- **Funders are not hidden behind a third party name: 0/30**
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 15/25**
 - "LetsFixAlbany.org," the Committee's upbeat but ambiguous website address, is more prominent than "PAID FOR BY THE COMMITTEE TO SAVE NEW YORK, INC."
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 15/25**
 - Website (<http://www.letsfixalbany.org/home>) clearly displays coalition name at the top with tab for "board members" and "partner organizations" leading to lists of sponsors.
 - But the "ABOUT US" tab states "We are citizens and taxpayers who care deeply about the future of New York State as a great place to live, work and do business," without explaining that the campaign is organized and sponsored by the largest business lobbies in the state.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**

ALLIANCE FOR QUALITY EDUCATION

ADVERTISING DISCLOSURE GRADE: 35/100 = F

Year	Advertising Spending
2005	\$ 0
2006	\$ 0
2007	\$ 0
2008	\$750,000
2009	\$ 0
2010	\$ 0
Jan- Apr 2011	\$ 0

- Founded in 2000, AQE is a coalition of 230 organizations in support of public education
- Receives major funding from NYSUT
- Mostly engaged in grassroots advocacy and base building rather than advertising
- Collaborated with Working Families Party in 2008 to air advertisements against Gov. Paterson's tax cap proposal.

2008 – Ad against Gov. Paterson's property tax proposal

Video no longer available on the internet but script of the ad available at
<http://www.nydailynews.com/blogs/dailypolitics/2008/08/wrong-answer.html>

*"Everyone agrees property taxes are a problem.
But Governor David Paterson's tax cap gimmick is the wrong answer.
They tried this scheme in California, Illinois and Massachusetts. The consequences were devastating. Education cuts. Overcrowded classrooms. Teachers fired. Paterson's plan won't even cut property taxes.
Tell David Paterson hurting schools is the wrong answer.
(On screen: Tell Governor Paterson. Don't Hurt Our School Kids. 888-202-7277.
Paid for by Working Families Party and Alliance for Quality Education)"*

Grading Explanation

- **Funders are not hidden behind a third party name: 0/30**
- **At end of ad, disclosure of organization's name is at least equally prominent to any other organizational names or website addresses displayed or announced: 25/25**
- **Organization's full name, and partners/funders (if a third-party organization) are clearly available on organization's website(s): 0/25**
 - Website (<http://www.aqeny.org/>) does not provide access to a list of the 230 partner organizations or to a list of funders.
- **Displays/announces full organization name instead of acronym: 10/10**
- **Discloses organization name at both the beginning and end of the ad: 0/10**