



Registration of Designated Push Polling Agent

To be completed by person conducting the Polls

Instructions

Push poll defined. A "push poll" means any paid telephone survey or series of telephone surveys that are similar in nature that reference a candidate or group of candidates other than in a basic preference question, and when:

1. A list or directory is used, exclusively or in part, to select respondents belonging to a particular subset or combination of subsets of the population, based on demographic or political characteristics such as race, sex, age, ethnicity, party affiliation or like characteristics;
2. The survey fails to make demographic inquiries on factors such as age, household income or status as a likely voter sufficient to allow for the tabulation of results based on a relevant subset of the population consistent with standard polling industry practices;
3. The pollster or polling organization does not collect or tabulate survey results;
4. The survey prefaces a question regarding support for a candidate on the basis of an untrue statement; and
5. The survey is primarily for the purpose of suppressing or changing the voting position of the call recipient.

"Push poll" does not include any survey supporting a particular candidate that fails to reference another candidate or candidates other than in a basic preference question

Designated Agent. A person who conducts a paid push poll or political telephone solicitation or contact, prior to conducting that poll, solicitation or contact, must have and continuously maintain for at least 180 days following the cessation of business activities in this State a designated agent for the purpose of service of process, notice or demand required or permitted by law.

Conducting Business. Conducting business in this State includes both placing telephone calls from a location in this State and calls from other states or nations to individuals located within this State.

Residency. The designated agent must be an individual resident of this State, a domestic corporation or a foreign corporation authorized to do business in this State. This requirement does not apply to any entity already lawfully registered to conduct business in this State.

Amendments. The person conducting push polling must notify the Commission of any changes in the designated agent and the information required above.

Penalty. A person who fails to comply with these requirements may be assessed a forfeiture of \$500.

Authority. [21-A M.R.S. § 1014-B.](#)

Person Authorizing Paid Push Poll

Full Name		Organization
Mailing Address		
City	State	Zip
Email	Phone	Fax

Person Conducting Paid Push Poll

Purchaser / Client	Organization
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Mailing Address

City	State	Zip
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Email	Phone	Fax
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Designated Agent

Purchaser / Client	Organization
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Mailing Address

City	State	Zip
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Email	Phone	Fax
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Signature

The above provided information is true and accurate to the best of my knowledge.

_____	_____
Name	Date