

1 Adopt 2 Cal. Code Regs. Section 18421.5 to read

2 **§ 18421.5. Reporting an Expenditure for Paid Online Communications.**

3 (a) Purpose. This regulation requires additional expenditure reporting to inform the
4 public when a recipient committee under Section 82013(a) pays a person other than in-
5 house campaign staff to provide favorable or unfavorable content about a candidate or
6 ballot measure on the Internet.

7 (b) When reporting an itemized expenditure pursuant to Sections 84211(k) or 84303,
8 a committee, pursuant to Section 82013(a), must specifically describe amounts paid by
9 the committee to provide favorable or unfavorable content or commentary on a candidate
10 or ballot measure by:

11 1) Providing content for or posting on a web site or a web log (commonly known
12 as a “blog”), whether one’s own or another’s;

13 2) Providing content for or posting on a social media site;

14 3) Creating video content to be posted online.

15 (c) When reporting these expenditures, whether the payment is made directly or
16 through a third party, committees must include as much specificity as possible, including
17 the amount of the payment, the payee, the name of the person providing services, and the
18 name of the website or the URL on which the communications are published in the first
19 instance. The committee must report the expenditure for online content using the
20 expenditure code “WEB” and a specific description.

21 (d) Paid advertisements placed on the Internet by a recipient committee that are
22 already required to carry a “paid for by” disclaimer and are purchased at regularly
23 published rates are not subject to the additional reporting required by this regulation.

1 (e) The additional reporting required by this regulation does not apply to payments by
2 a recipient committee to a person for producing content solely for the committee’s own
3 websites or social media accounts.

4 (f) The reporting requirements of this regulation are in addition to the reporting
5 requirements of Sections 84211(k) and 84303.

6 Note: Authority cited: Sections 83112 and 84211(k), Government Code. Reference:
7 Sections 84211 and 84303 Government Code.