



STATE OF CALIFORNIA  
**FAIR POLITICAL PRACTICES COMMISSION**  
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**To:** Chair Remke and Commissioners Audero, Hatch and Hayward

**From:** Jack C. Woodside, General Counsel  
Emelyn Rodriguez, Senior Commission Counsel

**Subject:** Prenotice Discussion Regarding Amendments to Regulation 18450.1 – Definitions.  
Advertisement Disclosure.

**Date:** October 9, 2017

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### **Requested Action**

Notice for adoption proposed amendments to Regulation 18450.1, which provides more of a specific definition of “advertisement” under subdivisions (a)(5) for yard signs and (a)(6) for large signs such as billboards.

### **Background**

At the Commission’s April 20, 2017 meeting, during public comment on an enforcement matter, a member of the public raised issues concerning the FPPC’s requirements for advertisement disclosures on yard signs and billboards.

Commissioners noted there was a lack of specificity and clarity about the maximum size of a yard sign, which only requires a disclaimer if printed in quantities of more than 200, versus a billboard which requires a disclaimer on every sign. Neither statute nor regulations under the Act specify dimensions or sizes for these forms of advertisement. There were also no formal advice letters providing specific dimensions for yard signs. Staff has provided informal advice, based on industry standards, that the common size for campaign yard signs are typically 18” x 24” or 24” x 36” for large yard signs.

The Commission directed Legal Division staff to review and propose regulatory amendments to more specifically identify the sizes of each type of advertisement. The Commission requested staff to provide specific dimensions or size ranges for each of these categories to provide more clarity to the public and the regulated community.

This regulatory project is placed on this agenda for a prenotice hearing. An interested person’s meeting was held on September 22, 2017. There was no public comment.

### *Regulatory History:*

Government Code Sections 84501-84510<sup>1</sup> were added to the Political Reform Act (the Act) in 2001.<sup>2</sup>

In drafting proposed regulations interpreting those sections, staff researched similar regulatory schemes already in effect in several states including Alaska, Iowa, Texas, and Nebraska, as well as the federal regulatory scheme. Some of the language employed in the draft regulations was borrowed directly from federal regulations, although there was no similar scheme to regulate ballot measures found in federal regulations.

In clarifying which types of advertising are subject to the rules, staff also attempted to use existing definitions in the Act such as the definition of “mass mailing” found in Section 82041.5.<sup>3</sup> The reference in Regulation 18450.1(a)(5) to “[p]osters, door hangers, and yard signs produced in quantities of more than 200” is a parallel provision to subdivisions (a)(3) dealing with more than 200 substantially similar telephone, facsimile, or electronic messages and (a)(4), dealing with mass mailings to more than 200 recipients.

For clarity and simplicity, staff proposed adopting the same threshold for each subdivision. Staff also noted that the Commission was not limited to this definition and noted other options that might be more appropriate. For instance, a lower threshold would provide more disclosure, while higher thresholds may become less of a burden on small campaigns and more realistically represent the numbers found in political campaign target audiences.

Two approaches were presented to the Commission for defining “advertisement.” The first option consisted of a “laundry list” of specific items to be regulated. The list was culled from the federal regulations<sup>4</sup> as well as language found in a number of other state statutes regulating advertising disclosure. Staff noted that, “The advantage to this approach is that it presents unambiguous guidelines regarding what the Commission was regulating.” However, staff noted that the “disadvantage is that the list may not be all-inclusive. There may be permutations of political advertising yet to be explored that would not be covered by the ‘laundry-list’ approach.” Staff also included a “catch-all” subdivision (a)(7) that would attempt to capture items not included in the list and which would require advertising be “evaluated on a case-by-case basis.”<sup>5</sup>

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<sup>1</sup> All references are to the Government Code unless otherwise noted.

<sup>2</sup> Sections 84501-84510 were added in 2001 under Proposition 208.

<sup>3</sup> “Mass mailing” means over two hundred substantially similar pieces of mail, but does not include a form letter or other mail which is sent in response to an unsolicited request, letter or other inquiry. (Section 82041.5.)

<sup>4</sup> 11 CFR Section 110.11.

<sup>5</sup> Memorandum to Chairman and Commissioners, “Advertising Disclosure Regulations: Pre-notice Discussion Regarding Sections 84501-84510; (Proposed regulations and 18450.1 – 18450.5 and proposed amendment to regulation 18402,” August 31, 2001, pp. 8-9. (Attachment A.)

The second option was to attempt to define the term “advertisement.” The Commission considered a regulation with more generalized terms “to give the regulated community an *idea* of what an advertisement is, without precluding or excluding any particular type of advertisement.” Staff noted that “[w]hile this option has the advantage of allowing for regulation on a case-by-case basis, it does not provide much guidance to the regulated community in determining exactly what forms of advertising are being regulated.”<sup>6</sup>

At its July 11, 2002 meeting the Commission adopted regulatory amendments incorporating the first option, without subdivision (a)(7), which allowed for the “catch-all” provision.

### **Discussion and Summary of Proposed Actions**

#### *Applicable Law:*

Section 84501 defines the term “advertisement” in disclosure rules set forth in Sections 84503-84511. This definitional section also contains a subdivision excluding certain items and communications from the definition of “advertisement.”

Section 84501(a) defines an advertisement as “any general or public advertisement which is authorized and paid for by a person or committee for the purpose of supporting or opposing a candidate for elective office or a ballot measure or ballot measures.”

Regulation 18450.1 provides a definition for each category of advertisement under Section 84501. This proposal deals with more specific definitions of “advertisement” under subdivisions (a)(5) for yard signs and (a)(6) for large signs such as billboards.

Regulation 18450.1(a) defines an advertisement to include:

“(5) posters, door hangers, and yard signs produced in quantities of more than 200.

“(6) A billboard.”

Regulation 18450.4(b)(3)(D) requires a disclaimer on each sign that is “Over Size Print Media.” It states that “all disclosure statements on printed materials that are larger than those designed to be individually distributed<sup>7</sup> (e.g. yard signs or billboards) shall constitute at least five percent (5%) of the height of the advertisement and printed in contrasting color.”

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<sup>6</sup> Minutes of the July 11, 2002 Commission meeting. (Attachment B.)

<sup>7</sup> This category of advertisement includes signs of all sizes—from yard signs to billboards. It is distinguished from “print media” in Regulation 18450.4(b)(3)(C), which includes posters, door hangers and other printed items that are designed to be handed out individually. The disclaimer rules for these items require that the disclaimer “be printed in type no less than 14 point, bold, sans serif type font and printed in contrasting color to the background on which it appears.”

*Staff Recommendation:*

Based on industry standards, “yard signs” are typically 18” x 24” or 24” x 36” for large yard signs. This is the common size for campaign signs as well as real estate yard signs. The FEC also cites 24” x 36” as a common size for signs in the safe harbor provisions of its advertising disclaimer rules.<sup>8</sup> These sizes also are consistent with informal advice that Commission staff has previously provided.

Accordingly, Commission staff proposes amending Regulation 18450.1(a) to add the following to the definition of advertisement:

“(5) Posters, door hangers, flyers<sup>9</sup>, and yard signs no larger than six square feet produced in quantities of more than 200.

(6) Large Sign. A billboard. Any sign larger than six square feet such as road signs and billboards.”

**Proposed Regulation:  
Amendments to Regulation 18450.1**

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<sup>8</sup> 11 CFR 110.11.

<sup>9</sup> Staff added “flyers” to the current list because this is a form of advertising utilized in political campaigns.

# Attachment A

**California Fair Political Practices Commission****MEMORANDUM**

**To:** Chairman Getman, Commissioners Downey, Knox, Scott and Swanson

**From:** Jody Feldman, Staff Counsel  
John W. Wallace, Assistant General Counsel  
Luisa Menchaca, General Counsel

**Subject:** Advertising Disclosure Regulations: Pre-notice Discussion Regarding Sections 84501-84510; (Proposed regulations and 18450.1-18450.5 and proposed amendment to regulation 18402.)

**Date:** August 31, 2001

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**I. INTRODUCTION.**

This memorandum concerns pre-notice discussion of proposed regulations interpreting Government Code sections 84501-84510<sup>1</sup>. These government code sections, added to the Political Reform Act (the "Act") by Proposition 208, pertain to the disclosure of major funding sources for campaign advertising. This memorandum includes a brief historical background of these sections, along with a discussion on each of the proposed regulations. (Discussion of the proposed regulations begins on page 7.) This memorandum does not recommend a decision on every issue. Guidance on the major decision points is requested to facilitate a more focused discussion if the Commission wishes to proceed with adoption in November.

In drafting these proposed regulations, staff researched similar regulatory schemes already in effect in several states, including Alaska, Iowa, Texas, and Nebraska, as well as the federal regulatory scheme. Although some of the language employed in the draft regulations was borrowed directly from the federal regulations, it is important to note that there is no similar scheme to regulate ballot measures found in the federal regulations. The federal scheme relates to regulation of advertising in campaigns for elective office<sup>2</sup>. Nevertheless, many of the issues found in ballot measure advertising and elective office campaign advertising share common ground. Where appropriate, staff has incorporated useful language.

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<sup>1</sup> All references are to the Government Code unless otherwise noted.

<sup>2</sup> There is no preemption problem with respect to state regulation in the area of broadcast advertising. This was decided in *KVUE, Inc. v. Moore* (5<sup>th</sup> Cir. 1983) 709 F.2d 922. There, the Court held that a Texas statute requiring sponsors of political advertisements to identify themselves, while preempted to the extent it regulated federal candidates or committees, was valid to the extent it regulated advertising concerning state elections and campaigns. The case includes a discussion of the balancing of the state's interest in such disclosure against the doctrines of preemption and free speech.

### A. HISTORICAL BACKGROUND

**Proposition 105:** The voters of California first attempted to regulate disclosure in political advertising through the enactment of Proposition 105 on the November 1988 general election ballot. Proposition 105 contained, among other things, a provision entitled "Truth in Initiative Advertising" requiring that an advertisement favoring or opposing any statewide initiative or referendum contain a statement identifying the major funding source. The Commission adopted several regulations interpreting Proposition 105 at its April 3, 1990, meeting. The initiative was challenged as violating the "single subject" rule in the California State Constitution, and the California Court of Appeal issued a writ of mandamus halting implementation of Proposition 105 on February 8, 1991. (*Chemical Specialties Manufacturers Association, Inc. v. George Deukmejian* (1991) 227 Cal.App.3d 663.)

**Proposition 208:** Voters again succeeded in passing an initiative regulating disclosures in political advertising on the November 1996 general election ballot. Proposition 208 added sections 84501-84510 to the Political Reform Act. The purpose of the advertising disclosure statutes, as enacted, was codified in section 85101. That section, now repealed with the enactment of Proposition 34, stated the purpose as "...to meet the citizens' right to know the sources of campaign contributions, expenditures, and political advertising."

Once again there was a court challenge which resulted in a preliminary injunction barring further enforcement of any portion of Proposition 208. (*California ProLife Council PAC et al. v. Scully et al.*, 989 F. Supp.1282). The injunction was issued on January 6, 1998. On March 1, 2001, the court lifted the injunction with respect to sections 84501 through 84510, but permanently enjoined enforcement of Proposition 208's slate mailer disclosure provision, section 84305.5, and section 84503. On May 8, 2001, in response to the Commission's motion requesting that the court alter and amend its order, Judge Karlton issued a revised order finding section 84503 unconstitutional as applied to slate mailers only. Consequently, all provisions in sections 84501-84510 are now in effect, as well as the pre-existing section 84305.5.

This raises a question regarding whether Judge Karlton's ruling excludes slate mailers from all of the advertising disclosure statutes or just section 84503. The specific language of section 84305.5(a)(3), now permanently enjoined as unconstitutional as applied to slate mailers, provides that "any reference to a ballot measure that has paid to be included on the slate mailer shall also comply with the provisions of section 84503 et. seq." Black's Law Dictionary defines "et. seq." as an abbreviation for *et sequentes*, "and the following." Thus the permanent injunction against section 84305.5 may be read as removing slate mailers from the provisions of the advertisement disclosure scheme altogether. The proposed regulations are drafted to exclude slate mailers from their scope. (See regulation 18450.1, subdivision (e) of option 1 and subdivision (c) of option 2.) If the Commission wishes the staff to re-examine this issue, staff would recommend bringing this issue back for further discussion.

**Proposition 34:** This initiative, passed in November 2000, repealed most of the provisions of Proposition 208 except those dealing with advertising disclosure. Proposition 34 added several sections, previously found in Proposition 208, imposing contribution limits on candidates. Additionally, Proposition 34 added section 84511 which addresses paid spokesperson disclosures in ballot measure advertising. Staff has not included draft regulations regarding this section because there are legislative changes pending in SB 34. Section 84511 requires disclosure by a paid spokesperson in the advertising in which the spokesperson appears and is paid \$5,000 or more. SB 34 shifts the disclosure burden to the committee paying the spokesperson, which is more harmonious with the other advertising disclosure statutes. SB 34 has been enrolled. Therefore, staff's thinking at this point is to wait for the outcome of the bill before drafting a regulation.<sup>3</sup>

## **B. OTHER CONSIDERATIONS**

The advertising disclosure provisions (sections 84501-84510) present several interpretive challenges. The provisions, as explained below, are not always harmonious with each other or other sections of the Act. In addition, some of the requirements do not seem to fit well in the real world of campaign advertising, sometimes presenting timing and logistical problems involving the updating and reconfiguring of advertisements in order to accurately disclose information to the public. Staff conducted an interested persons meeting on June 22, 2001, soliciting input from the regulated community. Comments from the Secretary of State's office, as well as representatives from Common Cause and the League of Women Voters, have also been received.

At this "pre-notice" stage of the process, a list of policy questions and options for Commission consideration are presented. Staff also presents background and analysis, putting each issue in context, to assist the Commission.

## **II. STRATEGIC ISSUES.**

### **A. SUMMARY OF STATUTES**

As noted in the brief historical section on Proposition 208, the purpose of sections 84501-84510 was to meet the citizens' right to know the sources of campaign contributions, expenditures, and political advertising. (The statutes are attached as Exhibit 1.)

#### **1. Definitions in Advertising Disclosure**

Section 84501 defines the term "advertisement," which circumscribes the scope of the advertising disclosure scheme set out in sections 84503-84510 by laying the basic foundation for what is being regulated. This definitional section also contains a

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<sup>3</sup> Additional changes may be presented to the Commission if SB 34 is enacted.

subdivision excluding certain items and communications from the basic definition of "advertisement."<sup>4</sup>

Another definitional statute, section 84502, addresses "cumulative contributions," as that term will be used in section 84503. This memorandum will discuss related issues regarding whether the term "cumulative contributions" is to be imputed to section 84504, which imposes a committee name identification requirement on major donors of \$50,000 or more without specifying if that amount is "cumulative," or section 84506, which deals with disclosure of the two highest "aggregate" contributors in the context of independent expenditures.

## 2. Disclosures Required

Sections 84503, 84504, and 84506 require certain disclosures in advertisements. The first two statutes require a disclosure statement in ballot measure advertising. The third, section 84506, includes both ballot measure advertising and candidate advertising in its disclosure requirements. Different information is required in the disclosure statements, depending on which section applies.

Section 84503 requires a disclosure statement identifying any person whose cumulative contributions are \$50,000 or more. Subdivision (b) of that statute instructs that if there are more than two such donors, the committee is required to disclose only the highest and second highest donors. As previously indicated, this statute only applies to ballot measure advertising.

Section 84504 outlines how a committee must identify itself in its name when advertising in support or opposition of a ballot measure. This section seems to *add* to the requirements found in section 84503 by specifying that a committee identify itself with a name or phrase that "clearly identifies the economic or other special interest of its major donors of \$50,000 or more in any reference to the committee required by law, including, but not limited, to its statement of organization filed pursuant to Section 84101."

Thus far, in ballot measure advertising, these statutes require disclosure of the two highest contributors of \$50,000 or more, and committee identification including the economic or special interest of its major donors of \$50,000 or more. Section 84504 goes on to require that if the major donors of \$50,000 or more share a common employer, the identity of the employer shall also be disclosed in the advertising. The statute further requires that any committee that supports or opposes a ballot measure shall print or broadcast its name as provided in this section as part of any advertisement or *other paid public statement*.

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<sup>4</sup> There is some ambiguity in this subdivision regarding language excluding "a communication from an organization other than a political party to its members...." This issue is discussed later in this memorandum as a decision point.

Section 84504 reaches beyond the advertising arena in requiring that a committee name contain certain information *in any reference to the committee required by law*. The section specifies that this includes the committee's statement of organization, filed pursuant to section 84101.

The next section to require a disclosure statement is 84506. This is the first section that seeks to govern both ballot measure advertising and candidate advertising. The common thread here is that this applies to broadcast or mass mailing advertisements, advocating the election or defeat of any candidate or ballot measure, funded by *independent expenditures*. This section adds yet another requirement to some advertising disclosures. "If the expenditure for a broadcast or mass mailing advertisement... is an independent expenditure, the committee... shall include on the advertisement the names of the two persons making the largest contributions to the committee making the independent expenditure. If an acronym is used to specify any committee names required by this section, the names of any sponsoring organization of the committee shall be printed on print advertisements or spoken in broadcast advertisements."

One of the confusing aspects of section 84506 is its method for determining the two contributors to be disclosed: it requires the contributions of each person to the committee making the independent expenditure during the one-year period before the election be *aggregated*. This raises the question of whether the "cumulative contributions" definition in section 84502 should be applied to determine the two highest contributors. Or does the term "aggregated" mean something else entirely? This section also raises the issue of whether the \$50,000 cumulative amount threshold found in the other disclosure statutes should be imported to sections 84503 and 84504, in determining how to calculate who shall be disclosed. This memorandum more fully discusses these issues as decision points later on.

Section 84508 can also be classified as a disclosure statute, although it really serves to limit the scope of the disclosure required under sections 84503 and 84506 to a committee name and its highest major contributor, if the advertisement is of a smaller scale, as specified in the section.

Thus far, then, there are many different name identification requirements for advertising disclosure contained in these statutes, several of which are not mutually exclusive. Rather, they can be viewed as "layered," calling for more and more disclosure information.<sup>5</sup>

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<sup>5</sup> For example, a print advertisement for or against a ballot measure, measuring 30 square inches, which is funded through independent expenditures, must include in the advertisement the committee name (section 84504); the committee name must include a name or phrase clearly identifying the economic or other special interest of its major donors of \$50,000 or more (section 84504(a)); the names of the two persons making the largest contributions to the committee making the independent expenditure (84506); and possibly the name of the common employer, if the two largest contributors share a common employer (section 84504(b)).

Another statute loosely fitting under this category is section 84509, requiring that when a committee files an amended campaign statement pursuant to section 81004.5, the committee shall change its advertisements to reflect the changed disclosure information.

### 3. Technical Implementation of Disclosure Information

One statute within the advertising disclosure scheme sets out the minimum standards for presenting printed statements or broadcast communications so as not to render the disclosure statutes meaningless. Section 84507 requires that "any disclosure statement required by this article shall be printed clearly and legibly in no less than 10-point type and in a conspicuous manner as defined by the Commission or, if the communication is broadcast, the information shall be spoken so as to be clearly audible and understood by the intended public and otherwise appropriately conveyed for the hearing impaired." This statute allows the Commission to adopt regulations that will insure that any disclosures required by these statutes would present the information in a conspicuous manner. Staff has presented, in proposed regulation 18450.4, technical language to assist the regulated community in complying with this statute, as well as several options for a form in which to present some of the required information.

### 4. Enforcement Provisions

Finally, the advertisement disclosure statutes contain several provisions designed to assure compliance with the requirements. Section 84505 generally warns against creating or using noncandidate controlled committees or nonsponsored committees to avoid, or that result in the avoidance of, the disclosure of any individual, industry, business entity, controlled committee, or sponsored committee as a major funding source. This section also includes language establishing liability for persons "acting in concert" to achieve such avoidance. Section 84510 actually outlines the enforcement remedies available for a violation of the statutes.

## B. THE SCHEME

As illustrated above, there are two distinct sets of advertising disclosure rules. One set covers disclosure in political advertisements related to *ballot measures*. (Sections 84501-84504.) The second set addresses political advertising that is an *independent expenditure* paid for by a committee, whether the advertisement relates to a candidate or a ballot measure. (Section 84506.) These sections present a complex statutory scheme, resulting in a "layering" of requirements. Staff has tried to outline some of the major components of the scheme, and how they fit together, in the Table of Advertising Disclosure Statutes, attached as Exhibit 2.

### III. PROPOSED REGULATIONS.

#### A. PRELIMINARY MATTERS

A threshold question that has been identified by staff is the determination of the reach of this specific regulatory scheme. The language of the statutes appears to apply to all committees. However, as noted above, the rules found in the advertising disclosure sections of the Act focus on disclosure of large contributors. Receipt of contributions is a characteristic inherent in "recipient committees" as identified in section 82013(a). Recipient committees are individuals and organizations that receive contributions--\$1,000 or more in a calendar year--to support or oppose state or local candidates, or to qualify, support or oppose state or local ballot measures, including initiative, referendum and recall measures (either primarily formed to support or oppose a single candidate or ballot measure, or more than one candidate or measure being voted on in a single election, or general purpose to support or oppose a variety of candidates and/or measures).

The other types of committees recognized under the Act, major donor committees (individuals or entities that use their own money, i.e., personal funds, corporate or business funds, to make contributions totaling \$10,000 or more in a calendar year to candidates or to committees supporting or opposing candidates or ballot measures) and independent expenditure committees (individuals or entities that use their own money to make "independent expenditures" totaling \$1,000 or more in a calendar year to support or oppose candidates or measures) do not receive contributions. (Sections 82013(b), (c).)

Since the statutory scheme requires disclosure of major contributors, application is limited to those committees that receive contributions (i.e., recipient committees). This application is reflected in proposed regulation 18450.1, subdivision (f) of option 1 and subdivision (d) of option 2.

#### B. REGULATION 18450.1-DEFINITIONS. ADVERTISEMENT DISCLOSURE.

Subdivision (a) of this regulation defines the term "advertisement" for purposes of implementing the provisions of sections 84503, 84504, 84506, 84508, and 84510. The statutory language refers to "general and public advertisement" (Section 84501)<sup>6</sup> and

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<sup>6</sup> Section 84501 provides:

(a) "Advertisement" means any general or public advertisement which is authorized and paid for by a person or committee for the purpose of supporting or opposing a candidate for elective office or a ballot measure or ballot measures.

(b) "Advertisement" does not include a communication from an organization other than a political party to its members, a campaign button smaller than 10 inches in diameter, a bumper sticker smaller than 60 square inches, or other advertisement as determined by regulations of the Commission.

“broadcast or mass mailing advertisement” (Section 84506)<sup>7</sup>. Both sections 84501 and 84506 focus on advertisements by means of mass communications media. Therefore, it seemed appropriate to define these terms in one regulation. However, there are some subtle differences between the two sections that are addressed in the proposed regulation.

In clarifying which types of advertising are subject to the rules, staff attempted to use existing definitions in the Act such as the definition of “mass mailing” found in Government Code section 82041.5.<sup>8</sup>

**{Decision Point 1} - How to define “advertisement.”**

Two options are presented for defining “advertisement.” **Option 1** consists of a “laundry list” of specific items to be regulated. The list is culled from the federal regulations (11CFR section 110.11) as well as language found in a number of other states’ statutes regulating advertising disclosure. The advantage to this approach is that it presents unambiguous guidelines regarding what the Commission is regulating. The disadvantage is that the list may not be all-inclusive. There may be many permutations of political advertising yet to be explored that would not be covered by the “laundry-list” approach. Staff has, however, included a “catch-all” subdivision (a)(7) so that advertising can be evaluated on a case-by-case basis.

The “laundry list” approach includes six separate subdivisions as well as the seventh “catch all” subdivision. Subdivision (a)(1) deals with radio, cable television, and regular television broadcasts.

Subdivision (a)(2) essentially defines phone bank-type telephone messages. There is a choice offered, in brackets, of what should be the minimum threshold applied in regulating this type of advertising **{Decision Point 1a}**. The choice of 200 stems from the already-existing definition of a “mass mailing” found in section 82041.5. Staff included other options (500 and 1,000) that may be more appropriate to the term “advertisement.”

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<sup>7</sup> Section 84506 provides:

If the expenditure for a broadcast or mass mailing advertisement that expressly advocates the election or defeat of any candidate or any ballot measure is an independent expenditure, the committee, consistent with any disclosures required by Sections 84503 and 84504, shall include on the advertisement the names of the two persons making the largest contributions to the committee making the independent expenditure. If an acronym is used to specify any committee names required by this section, the names of any sponsoring organization of the committee shall be printed on print advertisements or spoken in broadcast advertisements. For the purposes of determining the two contributors to be disclosed, the contributions of each person to the committee making the independent expenditure during the one-year period before the election shall be aggregated. (Emphasis added.)

<sup>8</sup> “Mass Mailing” means over two hundred substantially similar pieces of mail, but does not include a form letter or other mail which is sent in response to an unsolicited request, letter or other inquiry.” (Section 82041.5.)

Subdivision (a)(3) regulates direct mailings and offers the same bracketed choice of threshold levels {**Decision Point 1b**}. There is language in both subdivisions (a)(2) and (a)(3) that applies the threshold to phone calls and direct mailings "intended for delivery... to more than (whatever threshold is chosen) persons." This clears up any notion that the first calls or mailings, those being made prior to reaching the threshold, do not have to include any disclosures. The regulation provides that the disclosures are required on all calls and mailings, from the first to the last, so long as the threshold is intended to be reached.

Subdivision (a)(4) applies the definition of advertising to newspapers, periodicals, or magazines of general circulation. This language, "general circulation," differentiates these publications from the limited-circulation publications of member-communications.

Subdivision (a)(5) spells out some of the physical types of items on which an advertising disclosure should be included. These are items where it is not impractical to include such disclosures, such as billboards, posters, yard signs, etc.

Subdivision (a)(6) applies the definition of advertisement to electronic broadcast communications, such as a website. Websites generally have a distinct origin, but a rather amorphous target audience. Staff has presented, in brackets, an alternative to include broadcast communications made on the Internet as well {**Decision Point 1c**}. This would include the area of e-mail communications in addition to websites. This is a wide-open area in terms of the issue of federal preemption. Currently, there is no federal regulation in the area, but that is subject to change. The Internet has increasingly become a tool for advertising, as well as political campaigns in general. There is no reason to believe this trend will not continue. Additionally, there is the concern as to where such advertising originates and who is really responsible for "broadcasting" such information. However, staff wanted to include this option for Commission consideration.

Subdivision (a)(7) appears as the "catch all" so that any area of advertising that might be beyond the expertise of staff would also be subject to regulation.

Subdivisions (b) and (c) refine the definitions of "broadcast" advertisement and "mass mailing" advertisement, as those terms appear in section 84506. That section, which deals with disclosure of major donors to a committee that makes independent expenditure applies only to "broadcast or mass mailing" advertisements. These subdivisions spell out which subdivisions in regulation 18450.1 apply to section 84506.

In **Option 2** staff presents a regulation with a more generalized approach. The definition is presented in general terms to give the regulated community an *idea* of what an advertisement is, without precluding or excluding any particular type of advertisement. This option presents **Decision Points 1a through 1c** together in 18450.1(a)(1). While this option has the advantage of allowing for regulation on a case-by-case basis, it does not provide much guidance to the regulated community in determining exactly what forms of advertising are being regulated.

Both options outline a few specific exclusions from the definition of “advertisement” (subdivision (d) of option 1 and subdivision (b) of option 2). Staff drafted language that expands on the list of exempted items. This language was taken from the federal regulations and is worded in such a way as to leave room for interpretation on a case-by-case basis.

As discussed earlier, each option also includes subdivisions to address the “slate mailer” exclusion and the application to “recipient committees” only.

**Staff Recommendation:**

Staff is recommending **Option 1** for its specificity.

**{Decision Point 2} - Are political party communications to their members excluded from regulation? Are member organization communications, other than those from political parties, to their members exempted?**

Section 84501 provides an additional interpretive challenge. Section 84501 provides: “ ‘Advertisement’ does not include a communication from an organization other than a political party to its members....” However, the intent behind this provision is unclear. Are political party member communications exempt or are member organization communications, in general, exempt? How does this language mesh with section 85312<sup>9</sup> regarding “member communications?” Presented here are two versions of the same sentence with different punctuation to help illustrate the alternate ways that this section can be interpreted:

- 1) “Advertisement does not include a communication from an organization, other than a political party, to its members...”
- 2) “Advertisement does not include a communication from an organization, other than a political party to its members...”

Case law supports the rule that if an act as originally punctuated does not reflect its true intent, the punctuation may be construed in a manner to effectuate its intent.<sup>10</sup> “[Obvious] clerical or typographical errors ... would not be permitted to have the effect to render the statute absurd.” Here the statute has no punctuation, so it is necessary to attempt to reconcile the language with the intent.

“In statutory construction cases, our fundamental task is to ascertain the intent of the lawmakers so as to effectuate the purpose of the statute... If there is ambiguity,

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<sup>9</sup> Government Code section 85312 states that, “For purpose of this title, payments for communications for purpose of this title to members, employees, shareholders, or families of members, employees, or shareholders of an organization for the purpose of supporting or opposing a candidate or a ballot measure are not contributions or independent expenditures, provided those payments are not made for general public advertising such as broadcasting, billboards, and newspaper advertisements.”

<sup>10</sup> *Randolph v. Bayue*, (1872) 44 Cal 366.

however, we may then look to extrinsic sources, including the ostensible objects to be achieved and the legislative history.” *Estate of Griswold*, No. S087881, 2001 WL 694081, at \*3 (Cal. Sup. Ct., June 21, 2001). Lacking an extrinsic source of legislative intent, the Commission would turn to the “ostensible objects to be achieved” by the Act. Section 85102(g) of Proposition 208, states that the new measure is enacted to accomplish the following purpose:

“To meet the citizens’ right to know the sources of campaign contributions, expenditures, and political advertising.”

However, this section was repealed with the enactment of Proposition 34 in November 2000. Two of the uncodified sections of Proposition 34, subsections 1(b)(5) and 1(b)(7), state that the new measure is enacted to accomplish the following purposes:

To increase public information regarding campaign contributions and expenditures; and

To strengthen the role of political parties in financing political campaigns by means of reasonable limits on contributions to political party committees and by limiting restrictions on contributions to, and expenditures on behalf of, party candidates, to a full, complete, and timely disclosure to the public.

An interpretation that would exempt all communications from organizations, regardless of who receives them, as in example two above, does not appear consistent with this intent. This placement of the comma hardly makes sense because it allows *all* communications from membership organizations to be exempted from regulation under the advertising disclosure statutes.

The Commission is presented with options regarding whether political party communications, or those from a member organization to its members only, are exempted from the regulations.

Proposed regulation 18450.1, **options 1 (subdivision (d)) and 2 (subdivision (b))** both contain a subdivision to give meaning to this sentence in accordance with the above discussion. The choice presented to the Commission in both options reads as follows:

‘A communication from an organization to its members [, other than a communication from a political party to its members].’

**Staff Recommendation:**

Staff believes the comma should be read as shown in the bracketed portion of the statement, which would result in an interpretation that excludes membership communications from the definition of “advertisement,” while including political party

member communications in the definition of "advertisement." Staff recommends inclusion of the bracketed language.

C. REGULATION 18450.2-CUMULATIVE CONTRIBUTIONS. ADVERTISEMENT DISCLOSURE.

Another interpretive problem presents itself when trying to define and apply section 84502 dealing with "cumulative contributions." The term "cumulative contributions" is used in section 84503 to tell us who shall be disclosed in ballot measure advertisements. Section 84502 defines "cumulative contributions" as beginning the first day the statement of organization is filed under section 84101. The definition is important because it determines which contributors, if any, must be disclosed in the ballot measure political advertising. Some committees have been in existence for many years, and may not have amended their statements of organization for quite some time. A literal application of the statute could result in the disclosure of large contributions made many years ago for reasons unrelated to the current advertisement for the current ballot measure. This results in potentially misleading disclosures, actually hiding the identities of the *current* "big money" contributors<sup>11</sup>.

This proposed regulation construes section 84502, defining "cumulative contributions" for purposes of section 84503 and section 84506, dealing with independent expenditures. It does this by creating a framework of specific "cumulation" periods applicable to these statutes. While other sections (sections 84504 and 84508) do not use the phrase "cumulative contributions," staff believes for continuity, the same definition should apply as discussed below.<sup>12</sup>

Proposed regulation 18450.2(a)(1-2) defines "cumulative contribution" as it applies to section 84503, and section 84508, which references section 84503. Section 84504 does not use the term "cumulative contribution" anywhere in its provisions. However, it requires identification, in a committee name and in any reference to the committee required by law, of the special or economic interest of its major donors of \$50,000 or more. One way to interpret this is to apply the notion that this \$50,000 threshold is "cumulative," as expressed in section 84503.

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<sup>11</sup> For example, consider a general-purpose recipient committee which has been in existence for some time, and which opposed a ballot measure in 1990. A person, X, contributed a large amount (more than \$50,000) to the committee for the 1990 effort. Time passes, and the committee now wants to place a political advertisement for (or against) a current ballot measure. X has not contributed to the committee since 1990, and does not do so now. However, since X's earlier contribution is still the largest disclosable contribution to the committee, X would have to be disclosed on the current advertisements. Not only is this information unhelpful, it may actually be harmful and misleading because it hides the current "big money" contributors from the public and defeats the purpose of the statute.

<sup>12</sup> Words or clauses may be enlarged or restricted to harmonize with other provisions of an act. The particular inquiry is not what is the abstract force of the words or what they may comprehend, but in what sense were they intended to be understood or what understanding they convey when used in the particular act. (*People v. Morris* (1988) 46 Cal.3d 1, 249.)

If the Commission agrees with this approach, the Commission, by choosing to adopt subdivision (a) is choosing to apply a standard definition of “cumulative contribution” to the entire advertisement disclosure scheme.

Section 84506 presents a similar issue. Section 84506, which establishes advertisement disclosure thresholds for independent expenditures on ballot measure and candidate advertising, requires disclosure of the two persons making the largest contributions to the committee, *aggregated* during the one-year period prior to the election. Proposed regulation 18450.2 treats the term “aggregated” the same as “cumulative” to establish a consistent method to calculate which contributors are to be disclosed in an advertisement or who should appear in a committee’s statement of organization.

**{Decision Point 3} - What time frame constitutes the “cumulation” period in sections 84503, 84504 and 84508?**

In subdivision (a) of proposed regulation 18450.2, staff has drafted language limiting the time period applicable to the “cumulation” of contributions as it applies to section 84502. This results in a more accurate disclosure to the public. Staff has presented the Commission with a choice of 12 months or 24 months for cumulating contributions {Decision Point 3}. This choice serves the purpose of providing the regulated community with a specific time frame within which to operate for purposes of calculating who must be disclosed in the advertisements and amended statements of organization. It can be argued that the 24-month time frame seems best suited to “capturing” the information about “big money” contributors. It can also be argued that a 12-month time frame is more consistent with the statutory scheme because such a time frame is set out as mandatory in Government Code section 84506, dealing with independent expenditure disclosures. It was thought that having one time frame for aggregating contributions, regardless of which disclosure section is applied, might simplify the advertising disclosure scheme.

Section 84502 also contains language ending the cumulation period “within seven days of the time the advertisement is sent to the printer or broadcast station.” While this language is ambiguous as to whether it encompasses seven days (prior to *and* subsequent to) or just (prior to *or* subsequent to) sending the advertisement to a printer or broadcaster, the intent of the drafters and the voters can be served by interpreting this language as ending the cumulation period seven days *prior* to the advertisement being disseminated because the advertisement must contain the proper, accurate disclosure *prior* to being disseminated. The draft regulation makes it clear that the cumulation period ends seven days prior to the advertisement being sent to a printer or broadcaster. This time period allows for accurate disclosure while allowing the regulated community enough lead-time to prepare their advertisements.

**{Decision Point 4}<sup>13</sup> - Is the \$50,000 threshold from sections 84503 and 84504 imported into section 84506 (Independent Expenditures)?**

Section 84506, which sets forth the disclosure requirements applicable to *independent expenditures* for advertising advocating the election or defeat of “*any candidate or any ballot measure*,” includes the phrase “...consistent with any disclosures required by sections 84503 and 84504....” The issue is whether this language is meant to import the \$50,000 threshold for disclosure found in the referenced statutes.

Section 84503 requires a disclosure statement triggered by contributions of \$50,000 or more. Sections 84504 (a) and (b) also require a trigger of \$50,000 or more. Section 84504(c) requires disclosure of the committee name, without reference to any monetary threshold. The language “...consistent with any disclosures required...” can be interpreted as assuring that all disclosure requirements are met in any event, *in addition* to anything required by section 84506, thus importing the \$50,000 threshold. This interpretation may balance the intended goal of disclosing the funding behind “hit pieces,” while still lending meaning to the phrase in question. Additionally, using the standard \$50,000 threshold has the advantage of consistency in what is otherwise a complicated regulatory scheme. This option is contained in brackets at proposed regulation 18450.2(b).

Another option, which is found in proposed regulation 18450.2(b), minus the bracketed language, requires disclosure of the two largest “reportable” contributors. This makes sense from the standpoint of disclosing the two persons making the largest contributions, regardless of amount, and allows other features of sections 84503 and 84504 to be “imported,” consistent with the language of section 84506. This option perhaps allows for less “manipulation” on the part of donors or recipients, but it does serve to complicate the scheme. This option also deals more adequately with the different language used in the two statutes and the omission of the dollar threshold from section 84506.

**Staff Recommendation:**

Staff recommends importing the \$50,000 threshold as being consistent with the language and easier to apply.

Proposed regulation 18450.2 (c) sets a beginning date for the cumulating of contributions. The date is set at January 1, 2001 for ease of calculation.

**D. REGULATION 18450.3-COMMITTEE NAME IDENTIFICATION.  
ADVERTISEMENT DISCLOSURE.**

This regulation focuses on identification of a committee for disclosure purposes. Section 84504 provides:

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<sup>13</sup> Proposed regulation 18450.4 is also impacted by this decision point.

a) Any committee that supports or opposes one or more ballot measures shall name and identify itself using a name or phrase that clearly identifies the economic or other special interest of its major donors of fifty thousand dollars (\$50,000) or more in any reference to the committee required by law, including, but not limited, to its statement of organization filed pursuant to Section 84101.

(b) If the major donors of fifty thousand dollars (\$50,000) or more share a common employer, the identity of the employer shall also be disclosed.

(c) Any committee which supports or opposes a ballot measure, shall print or broadcast its name as provided in this section as part of any advertisement or other paid public statement.

(d) If candidates or their controlled committees, as a group or individually, meet the contribution thresholds for a person, they shall be identified by the controlling candidate's name.

The statute requires that the committee name include identification of the economic or special interest of a \$50,000 or more contributor outside the "advertisement" context. This could present a burden on a committee to frequently amend its statement of organization, or where a reference is otherwise required by law, to change the name of the committee.

This requirement presents interpretive problems due to its potentially broad application.<sup>14</sup> Given the entire context of these statutes and their concurrent enactment as they apply to "advertisement disclosures," staff has drafted language reflecting this interpretation in the proposed regulations (See for example, regulation 18402(c)(2).)

Language has also been included to further limit its application to "primarily formed" committees, as defined in section 82047.5(b) and (d). **{Decision Point 5}** These are committees that are formed for the purpose of supporting or opposing ballot measures. Restricting application of the naming requirement to these committees would further narrow the scope of this provision.

**{Decision Point 6} - How do we require disclosure of "economic or special interests"?**

There is also the interpretive question regarding what is meant by the terms "economic" or "special" interest. In considering the purpose of the statutory scheme it seems that there is an effort to assure that advertising disclosure more accurately reflects the motivation of the parties funding the advertising. Often this is an economic motive, but it can be a social, environmental, or political motive as well. Perhaps the term

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<sup>14</sup> For example, suppose R.J. Reynolds qualifies as a major contributor to a committee placing a ballot measure advertisement. In the minds of many, R.J. Reynolds is part of the "tobacco industry;" such people would expect a disclosure like "tobacco industry" in the committee name. However, R.J. Reynolds also makes macaroni and cheese (it owns Kraft Foods.) The name disclosed should reflect the special interest as related to the specific ballot measure.

“special interest” was designed as a catch-all phrase to assure that somehow the public should be apprised of the interests held by the money behind the advertising, especially when the advertisement itself does not make it clear who the sponsor might be.

Staff provides several options for the Commission to consider regarding the dilemma of defining what is the “economic or special interest” to be disclosed. **Option 1** is no regulation at all. This leaves the area wide open to interpretation on a case-by-case basis. This also provides no guidance to the regulated community.

**Option 2** amends regulation 18402 (committee names). This option does not attempt to define what is meant by the “economic or other special interests” of major donors. It merely adds to this regulation the new name identification requirement and it adds a reference to the name identification requirements already required for sponsored committees (Regulation 18419). This option also contains {Decision Point 5}, discussed above, which limits these disclosure requirements to “primarily formed” committees, as defined in sections 82047.5(b) and (d). (The regulations are attached in numerical order. Therefore, options 1 and 2 are included in the first page of the attached regulations. Proposed regulations 184501. – 18450.5 follow.)

**Option 3** creates a new regulation, regulation 18450.3. This option tries to delineate what is meant by an “economic or special interest.” This option requires the committee identification to somehow be related to the particular ballot measure advertisement in question, to serve the purpose of the statute. This option, in subdivisions 1-2, attempts to lay out specific criteria for the regulated community regarding what must be disclosed if they are a business entity, a labor organization, or a non-profit entity. The criteria are designed to forge a link between the entity’s “industry, goal, or purpose,” and the specific ballot measure being advertised. The problem with this approach is that the concept may be too multifaceted, and the “real world” too complex to draft comprehensive language fitting every situation. Staff believes that more work is needed to refine this proposed regulation, should the Commission wish to follow this approach.

#### **E. REGULATION 18450.4-CONTENTS OF DISCLOSURE STATEMENTS. ADVERTISEMENT DISCLOSURE.**

This regulation attempts to assist in the application of section 84507, which outlines, in general terms, how the disclosure statement should be presented. Section 84507 states:

“Any disclosure statement required by this article shall be printed clearly and legibly...and in a conspicuous manner *as defined by the Commission* or, if the communication is broadcast, the information shall be spoken so as to be clearly audible and understood by the intended public....”

This language can be interpreted as allowing the Commission to define both the contents and presentation required of the disclosure statements to assure that the manner in which they are presented is “conspicuous.”

The Commission is asked to consider what must be contained in the actual *disclosure statement* related to ballot measure advertisements. Staff has presented three options for consideration.

**{Decision Point 7} – What should be contained in the actual “disclosure statement” required by sections 84503, 84506, and 84507?<sup>15</sup>**

**Option 1** suggests a short “marker phrase” simply identifying who contributed “major funding.” While technically this comports with the statute, it does little to present information to the public regarding “big money” and special interests.

**Option 2** suggests a longer “marker phrase” which includes the fact that the contributor contributed \$50,000 or more to the committee placing the advertisement. This statement does disclose more information regarding ballot measure financing without being too burdensome on the regulated community.

**Option 3** requires disclosure of the exact amount contributed, along with who made the contribution. This option results in the clearest disclosure to the public, but may be viewed as more burdensome by the regulated community.

The options presented are simplified versions of those found in the Iowa Administrative Code. (IA ADC 351-4.70(56,68B).) There, the State of Iowa, in adopting regulations interpreting Iowa Code section 56.5, requires different disclosure statements depending on who is paying for the advertisement and how much is being spent. For example, if an advertisement is being paid for by an individual acting independently, and the cost is over \$500, the advertisement must contain the words “paid for by” followed by the full name and complete address of the person. If the advertising is paid for by a corporation involved in a ballot issue, but the corporation has not organized a committee because it has not exceeded \$500 in activity, the statement shall contain the full name and address of the corporation, as well as the name and office designation of one officer of the corporation. On the other hand, Iowa only requires the phrase “paid for by...” if the advertisement is paid for by the candidate or the candidate’s committee. These are but a few of the eight variations on the theme contained in the Iowa disclosure statement regulations.

The next subdivision instructs that any disclosures required by these statutes be presented in a clear, legible, or audible format, in a conspicuous manner, so as not to render the entire article pointless. First, in subdivision (a) we present a general requirement that advertisements be clear, conspicuous, etc. This regulation could suffice by itself, or be combined with the addition of subdivisions (b-g), with specific language spelling out what is meant by “clearly and legibly.” The specific language used in this draft regulation comes from the federal regulations (*supra*).

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<sup>15</sup> Options 1, 2, and 3 in subdivision (a) apply to section 84506 only if the Commission chooses to include the bracketed language in Decision Point 4. If the Commission rejects the bracketed language in that decision point, the bracketed language referencing section 84506 here should also be deleted.

**F. REGULATION 18450.5-AMENDED ADVERTISING DISCLOSURE AND STATEMENTS OF ORGANIZATION.**

Section 84509 requires that advertising be revised to reflect changed disclosure information when a committee files an amended campaign statement pursuant to section 81004.5. Staff has drafted a proposed regulation outlining a timeline within which to amend advertisements to reflect the accurate information.

Proposed regulation 18450.5 requires certain amendments to both the statement of organization and the advertisements themselves by one of two triggering circumstances related to other sections in this Act.

- (a) When a new person qualifies as a major contributor under either section 84503 or section 84506; or
- (b) When a new or modified description of economic or other special interest is necessary because of a new major contributor.

Additionally, staff has drafted language, as suggested by representatives from Common Cause and the League of Women Voters, to require, within a time frame chosen by the Commission, pulling from circulation ads that contain inaccurate disclosure information – a “sunset” provision. The following language is presented here for the Commission’s consideration, but is not included in the proposed regulation:

All advertisements, however broadcast or otherwise disseminated, must cease to be broadcast or disseminated within [24 hours, 72 hours, seven days] of subdivisions (a) or (b) above [in regulation [18450.5] until and unless they include an accurate disclosure as required by this regulation.

Staff learned from our interested persons meeting that it may take a minimum of seven days to retool advertising to reflect new information. This time frame corresponds to the “seven day” period prior to sending an advertisement to a printer or broadcaster, as found in section 84502 and regulation 18450.2. The concern is that if we give the regulated community a large amount of time to change their advertisements, while still allowing them to run inaccurate advertising, we are doing a disservice to the public and confounding the intent of the disclosure requirements as enacted. By including a “sunset” provision which is somewhat shorter than the time for circulating new advertising, the regulated community has more incentive to correct their disclosure information and the public does not continue to be being exposed to false or misleading disclosure information in advertising.

Staff’s concern is that this subsection creates a new potential violation without any statutory authority in the Act. Furthermore, within this statutory scheme, there are two provisions that pertain to enforcement (Government Code sections 84505 and 84510). Section 84510, in particular, allows for civil and administrative remedies for a violation of these statutes.

This language also raises the issue of prior restraint of speech under the First Amendment to the Constitution. The Supreme Court has addressed the issue many times and ruled differently each time on different grounds, noting that:

Freedom of speech thus does not comprehend the right to speak on any subject at any time... While we have shown a special solicitude for freedom of speech and of the press, we have eschewed absolutes in favor of a more delicate calculus that carefully weighs the conflicting interests to determine which demands the greater protection under the particular circumstances presented. (*Smith v. Daily Mail Publishing Co.* (1979) 443 U.S.97.)

While the issue is implicated by a subdivision requiring the cessation of all advertising pending a new disclosure statement, it remains difficult to gauge whether the state's interest in regulating and protecting the integrity of the electoral process would prevail over an argument raising issues of prior restraint and freedom of speech. If the Commission wishes the staff to incorporate this language in the regulation, staff would research this issue further prior to adoption of the regulation.

#### Attachments

- Exhibit 1 - Government Code Sections 84501-84510
- Exhibit 2 - Table of Advertisement Disclosure Code Sections
- Proposed amendment to regulation 18402 (Decision Point 6, option 2)
- Proposed regulation 18450.1
- Proposed regulation 18450.2
- Proposed regulation 18450.3 (Decision Point 6, option 3)
- Proposed regulation 18450.4
- Proposed regulation 18450.5

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ADVERTISEMENT DISCLOSURE STATUTES

EXHIBIT 1

§ 84501. Advertisement.

(a) "Advertisement" means any general or public advertisement which is authorized and paid for by a person or committee for the purpose of supporting or opposing a candidate for elective office or a ballot measure or ballot measures.

(b) "Advertisement" does not include a communication from an organization other than a political party to its members, a campaign button smaller than 10 inches in diameter, a bumper sticker smaller than 60 square inches, or other advertisement as determined by regulations of the Commission.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

§ 84502. Cumulative Contributions.

"Cumulative contributions" means the cumulative contributions to a committee beginning the first day the statement of organization is filed under Section 84101 and ending within seven days of the time the advertisement is sent to the printer or broadcast station.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

§84503.

(a) Any advertisement for or against any ballot measure shall include a disclosure statement identifying any person whose cumulative contributions are fifty thousand dollars (\$50,000) or more.

(b) If there are more than two donors of fifty thousand dollars (\$50,000) or more, the committee is only required to disclose the highest and second highest in that order. In the event that more than two donors meet this disclosure threshold at identical contribution levels, the highest and second highest shall be selected according to chronological sequence.

History: Added by Proposition 208 of the November 1996 Statewide General Election; ruled unconstitutional as applied to slate mailers (*California ProLife Council Political Action Committee et al. v. Scully et al.*).

§ 84504. Identification of Committee.

(a) Any committee that supports or opposes one or more ballot measures shall name and identify itself using a name or phrase that clearly identifies the economic or other special interest of its major donors of fifty thousand dollars (\$50,000) or more in any reference to the committee required by law, including, but not limited, to its statement of organization filed pursuant to Section 84101.

(b) If the major donors of fifty thousand dollars (\$50,000) or more share a common employer, the identity of the employer shall also be disclosed.

(c) Any committee which supports or opposes a ballot measure, shall print or broadcast its name as provided in this section as part of any advertisement or other paid public statement.

(d) If candidates or their controlled committees, as a group or individually, meet the contribution thresholds for a person, they shall be identified by the controlling candidate's name.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

§ 84505. Avoidance of Disclosure.

In addition to the requirements of Sections 84503, 84504, and 84506, the committee placing the advertisement or persons acting in concert with that committee shall be prohibited from creating or using a noncandidate controlled committee or a nonsponsored committee to avoid, or that results in the avoidance of, the disclosure of any individual, industry, business entity, controlled committee, or sponsored committee as a major funding source.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

§ 84506. Independent Expenditures; Advertisements.

If the expenditure for a broadcast or mass mailing advertisement that expressly advocates the election or defeat of any candidate or any ballot measure is an independent expenditure, the committee, consistent with any disclosures required by Sections 84503 and 84504, shall include on the advertisement the names of the two persons making the largest contributions to the committee making the independent expenditure. If an acronym is used to specify any committee names required by this section, the names of any sponsoring organization of the committee shall be printed on print advertisements or spoken in broadcast advertisements. For the purposes of determining the two contributors to be disclosed, the contributions of each person to the committee making the independent expenditure during the one-year period before the election shall be aggregated.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

**§ 84507. Printed Statement or Broadcast Communication.**

Any disclosure statement required by this article shall be printed clearly and legibly in no less than 10-point type and in a conspicuous manner as defined by the Commission or, if the communication is broadcast, the information shall be spoken so as to be clearly audible and understood by the intended public and otherwise appropriately conveyed for the hearing impaired.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

**§ 84508. Disclosure of One Funding Source on Any Advertisement.**

If disclosure of two major donors is required by Sections 84503 and 84506, the committee shall be required to disclose, in addition to the committee name, only its highest major contributor in any advertisement which is:

- (a) An electronic broadcast of 15 seconds or less, or
- (b) A newspaper, magazine, or other public print media advertisement which is 20 square inches or less.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

**§ 84509. Amended Statements.**

When a committee files an amended campaign statement pursuant to Section 81004.5, the committee shall change its advertisements to reflect the changed disclosure information.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

**§ 84510. Remedies for Article Violations; Civil Action; Fines.**

(a) In addition to the remedies provided for in Chapter 11 (commencing with Section 91000) of this title, any person who violates this article is liable in a civil or administrative action brought by the Commission or any person for a fine up to three times the cost of the advertisement, including placement costs.

(b) The remedies provided in subdivision (a) shall also apply to any person who purposely causes any other person to violate any provision of this article or who aids and abets any other person in a violation.

(c) If a judgment is entered against the defendant or defendants in an action brought under this section, the plaintiff shall receive 50 percent of the amount recovered. The remaining 50 percent shall be deposited in the General Fund of the state. In an action brought by a local civil prosecutor, 50 percent shall be deposited in the account of the agency bringing the action and 50 percent shall be paid to the General Fund of the state.

History: Added by Proposition 208 of the November 1996 Statewide General Election.

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# Table of Advertising Disclosure Statutes

## Exhibit 2

	DEFINITIONS		DISCLOSURE AND NAME IDENTIFICATION REQUIREMENTS				
	§84501	§84502	§84503	§84504	§84506	§84507	§84508
Nature of Communication	General or public Ad		General or public Ad	Ad or other paid public statement	Broadcast or mass mailing Ad	Printed statement or broadcast communication	Ad
Method of Calculation		Cumulative Contributions	Cumulative Contributions		Aggregated		
Applies to:	Candidates and Ballot Measures		Ballot measures	Ballot measures	Candidates and Ballot measures	Candidates and Ballot measures	Candidates and Ballot measures
\$50,000 Threshold			Yes	Yes			
Disclosure Language			Disclosure of Major Donors		Disclosure of Major Donors	Disclosure of Major Donors	Disclosure of Major Donor
Committee Name				Yes			
Applies to Independent Expenditures					Yes		
Cumulation/Aggregation Period		1 <sup>st</sup> day statement of organization is filed			1-year prior to Election		



1 {Decision Point 6}

2 OPTION 1:

3 No regulation.

4 OPTION 2:

5 Amend 2 Cal. Code Regs. Section 18402:

6 18402. Committee Names.

7 (a) A committee shall use only one name on its statement of organization.

8 (b) The Secretary of State shall not issue an identification number to any committee  
9 with the same name as any existing committee which already has an identification number.

10 The name of one committee will be considered the same as that of another committee if the  
11 same words are used in the same order, excluding articles.

12 (c) Whenever identification of a committee is required by law, the identification  
13 shall include the full name of the committee as contained in the statement of organization.

14 (1) In the case of a sponsored committee, the statement of organization shall  
15 include the name of the committee as provided in 2 Cal. Code Regs. section 18419.

16 (2) For purposes of Government Code section 84504, any advertisement or other  
17 public statement {Decision Point 5} [of a committee primarily formed to support or oppose a  
18 ballot measure under Government Code section 82047.5] shall include a name and  
19 identification using a name that clearly identifies the economic or other special interest of the  
20 committee's major donors of \$50,000, as determined under subdivision (a) of 2 Cal. Code  
21 Regs. section 18450.2.

1           (d) If candidates or their controlled committees, as a group or individually meet  
2 the contribution thresholds for a person under Government Code section 84504, they shall be  
3 identified by the controlling candidate's name.

4           (e) In addition to the requirements of Government Code section 84504, for  
5 purposes of implementing the name identification requirements of Government Code section  
6 84506, if an acronym is used to specify any committee names, the names of any sponsoring  
7 organization of the committee shall be printed on print advertisements or spoken in broadcast  
8 advertisements.

9           (f) If the major donors of \$50,000 or more share a common employer, the  
10 identity of the employer shall also be disclosed.

11 NOTE: Authority cited: Section 83112, Government Code.

12 Reference: Sections 84102, 84503, 84504 and 84506, Government Code.

1 Add 2 Cal. Code Regs. Section 18450.1:

2 **18450.1. Definitions. Advertisement Disclosure.**

3 **{Decision Point 1}**

4 **OPTION 1:**

5 (a) For purposes of determining the requirements of Government Code sections  
6 84501-84511 to an advertisement, the term "general or public advertisement" means a  
7 communication which expressly advocates for or against a candidate for elective office or  
8 for a ballot measure, and which includes, but is not limited to the following:

9 1) A televised or radio broadcast (including a cable television broadcast);

10 2) A telephone message that is not solicited by the recipient and is intended for  
11 delivery in substantially similar form to more than {Decision Point 1a} [200/500/1,000]  
12 persons;

13 3) A direct mailing that is not solicited by the recipient and is intended for delivery in  
14 substantially similar form to more than {Decision Point 1b} [200/500/1,000] persons;

15 4) An advertisement in a newspaper, periodical, or magazine of general circulation;

16 5) A poster, yard sign, billboard, campaign button 10 inches in diameter or larger, and  
17 bumper sticker 60 square inches or larger;

18 6) An electronic broadcast communication {Decision Point 1c} [including one made  
19 on the Internet or] on a web site; and

20 7) Any other form of public broadcast or general print media communication made  
21 for the purpose of supporting or opposing a candidate for elective state office or a ballot  
22 measure or ballot measures.

1           **(b) For purposes of Government Code section 84506, a “broadcast” advertisement**  
2           **means an advertisement included under subdivisions (a)(1), (a)(6), and (a)(7) of this**  
3           **regulation.**

4           **(c) For purposes of Government Code section 84506, a “mass mailing” advertisement**  
5           **includes an advertisement included under subdivisions (a)(3), (a)(4), and (a)(7) of this**  
6           **regulation that also qualifies as a “mass mailing” as defined in Government Code section**  
7           **82041.5.**

8           **(d) In addition to the exempted communications in subdivision (b) of Government**  
9           **Code section 84501, the following are not an “advertisement”:**

10           **(1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures**  
11           **required by Government Code sections 84503, 84506 and 84507 cannot be**  
12           **conveniently printed or displayed, wearing apparel, and skywriting.**

13           **(2) A communication from an organization to its members {Decision Point 2} [ other**  
14           **than a communication from a political party to its members].**

15           **(e) This section does not apply to the slate mailer disclosure requirements of**  
16           **Government Code section 84305.5.**

17           **(f) The requirements of Government Code sections 84501-84510 apply to**  
18           **committees, as defined in subdivision (a) of Government Code section 82013.**

19           **NOTE: Authority cited: Section 83112, Government Code.**  
20           **Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506, 84509 and 84510,**  
21           **Government Code.**

1       **OPTION 2:**

2           (a) For purposes of determining the requirements of Government Code sections  
3           84501-84511 to an advertisement, the term "general or public advertisement" means a  
4           communication which expressly advocates for or against a candidate for elective office or  
5           for a ballot measure, and which is disseminated to the public via a broadcast or print  
6           media communication.

7           (1) A "broadcast or print media communication" means radio or television broadcast,  
8           electronic broadcast and mailings, including {Decision Point 1c} [those on the Internet],  
9           newspapers, magazines, periodicals, mass mailings and telephone communications  
10           intended for delivery to {Decision Point 1a-1b} [200/500/1000] persons, posters, yard  
11           signs, campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square  
12           inches or larger.

13           (b) In addition to the exempted communications in subdivision (b) of Government  
14           Code section 84501, the following items are not an "advertisement":

15           (1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures  
16           required by Government Code sections 84503, 84506 and 84507 cannot be  
17           conveniently printed or displayed, wearing apparel, and skywriting.

18           (2) A communication from an organization to its members {Decision Point 2}  
19           [, other than a communication from a political party to its members].

20           (c) This section does not apply to the slate mailer identification requirements  
21           of Government Code section 84305.5.

22           (d) The requirements of Government Code sections 84501-84510 apply to  
23           committees, as defined in subdivision (a) of Government Code section 82013.

1 NOTE: Authority cited: Section 83112, Government Code.  
2 Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506 and 84509,  
3 Government Code.

1 Add 2 Cal. Code Regs. Section 18450.2:

2 **18450.2. Cumulative Contributions. Advertisement Disclosure.**

3 (a) For purposes of determining the major contributor or major donors required to be  
4 disclosed in an advertisement by a committee pursuant to Government Code sections 84503,  
5 84504, and 84508, a committee shall calculate cumulative contributions of \$50,000 or more  
6 received from any person. The term "cumulative contributions" means the total of all  
7 contributions received by a committee during the following applicable period:

8 (1) For all committees that have been in existence {Decision Point 3} [12, 24] months  
9 or less, the period starts on the first day the committee was required to file its statement of  
10 organization and ends seven days prior to the date the advertisement is sent to the printer or  
11 broadcast station, or otherwise disseminated.

12 (2) For all committees that have been in existence more than {Decision Point 3}  
13 [12, 24] months, the period shall be the {Decision Point 3} [12, 24] month period  
14 immediately prior to, and ending seven days prior to, the date the advertisement is sent to the  
15 printer or broadcast station, or otherwise disseminated.

16 (b) For purposes of Government Code section 84506, the "two persons making  
17 the largest contributions" means the two largest contributors during the 12 month period  
18 immediately prior to the election {Decision Point 4} [whose aggregate contributions to  
19 the committee are \$50,000 or more each].

20 (c) Contributions made prior to January 1, 2001 are not considered in determining  
21 "cumulative contributions."

22 NOTE: Authority cited: Section 83112, Government Code.

23 Reference: Sections 84502, 84503, 84504, 84506 and 84508, Government Code.

1 {Decision Point 6}

2 OPTION 3:

3 Add 2 Cal. Code Regs. Section 18405.3:

4 18450.3. Committee Name Identification, Advertisement Disclosure.

5 (a) For purposes of implementing the name identification requirements of  
6 Government Code section 84504, the following shall apply to any committee defined in  
7 {Decision Point 5} [subdivision (a) of Government Code section 82013] [subdivisions (b)  
8 and (d) of Government Code section 82047.5:]

9 (1) Identification of a disclosable contributor's industry, goal or purpose pursuant  
10 to this section must explicitly identify the contributor's product, commodity, or service  
11 that is specifically concerned and related to the ballot measure in question.

12 (2) If a disclosable contributor is a business entity, however organized, and is a  
13 member of an identifiable industry, a committee name identifying that industry shall be  
14 presumed to disclose sufficiently the economic or special interest of the major contributor.

15 (b) For purposes of this regulation, an "industry" means persons who derive  
16 economic benefit from the manufacture, sale, or distribution of similar products,  
17 commodities, or services, including professional services.

18 (c) If a disclosable contributor is a labor organization recognized under state or  
19 federal law, a committee name that uses the term "organized labor" or the term "labor  
20 union(s)" shall be deemed to disclose sufficiently the economic or special interest of the  
21 contributor.

1           (d) If a disclosable contributor is a non-profit entity, however organized, a  
2 committee name must include information identifying the specific goal or purpose for  
3 which the entity was formed.

4           (e) If, pursuant to Government Code section 84504, major donors of \$50,000 or  
5 more share a common employer, the identify of the employer shall also be disclosed.

6           (f) If candidates or their controlled committees, as a group or individually meet  
7 the contribution thresholds for a person under Government Code Section 84504, they  
8 shall be identified by the controlling candidate's name.

9           (g) In addition to the requirements of Government Code section 84504, for  
10 purposes of implementing the name identification requirements of Government Code  
11 section 84506, if an acronym is used to specify any committee names, the names of any  
12 sponsoring organization of the committee shall be printed on print advertisements or  
13 spoken in broadcast advertisements.

14 NOTE: Authority cited: Section 83112, Government Code.  
15 Reference: Sections 84504 and 84506, Government Code.

1 Add 2 Cal. Code Regs. Section 18450.4:

2 **18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**

3 Where a "disclosure statement" or "disclosure" is required for an advertisement under  
4 Government Code sections 84503 {Decision Point 4} [, 84506] and 84507, the following  
5 shall apply to the committee that authorized and paid for the advertisement:

6 (a) Disclosures required under Government Code sections 84503 {Decision Point  
7 4} [and 84506], shall include the name of the contributor or contributors, as required by  
8 Government Code section 18450.5,  
9 **{Decision Point 7}**

10 **OPTION 1:** [preceded by the words "major funding provided by".]

11 **OPTION 2:** [and a statement reporting that the specific contributor or contributors made  
12 contributions of \$50,000 or more to the committee.]

13 **OPTION 3:** [and a statement reporting that the specific contributor or contributors made  
14 contributions of (exact amount) to the committee.]

15 (b) The disclosures required by Government Code sections 84503, 84506 and 84507  
16 shall be presented in a clear and conspicuous manner to give the reader, observer or listener  
17 adequate notice of the identity of the person or committee that paid for the communication as  
18 specified below.

19 (c) Television: The information shall be both written and spoken at the end of the  
20 communication, except that if the disclosure statement is written for at least five seconds  
21 of a thirty second advertisement broadcast or ten seconds of a sixty second advertisement  
22 broadcast, a spoken disclosure statement is not required. The written disclosure

1 statement shall be printed in letters equal to or larger than four percent of the vertical  
2 picture height that air for not less than four seconds.

3 (d) Radio: The information shall be spoken at the end of the communication and  
4 shall last at least three seconds.

5 (e) Print Media: The height of all disclosure statements shall constitute at least  
6 five percent (5%) of the height of the printed space of the advertisement, provided that  
7 the type shall in no event be less than 10 points in size and printed in a contrasting color  
8 to the background on which it appears.

9 (f) If a single print media advertisement consists of multiple pages, folds, or faces,  
10 the disclosure requirement of this section applies only to one page, fold, or face.

11 (g) Each communication that would require a disclosure if distributed separately,  
12 that is included in a package of materials, must contain the required disclosure.

13 NOTE: Authority cited: Section 83112, Government Code.  
14 Reference: Sections 84503, 84506 and 84507, Government Code.

1 Add 2 Cal. Code Regs. Section 18450.5:

2 **18450.5. Amended Advertising Disclosure and Statements of Organization.**

3 (a) The name of the committee on the statement of organization, as set forth in  
4 Government Code section 84504, and all advertisements must be amended with accurate  
5 information if any of the following occur:

6 (1) When a new person qualifies as a disclosable contributor under  
7 Government Code sections 84503 or 84506.

8 (2) When a new or modified description of economic or special interest is  
9 necessary because of a new disclosable contributor.

10 (b) The statement of organization must be amended within 10 days of the  
11 occurrence of subdivisions (a)(1) or (a)(2) above.

12 (c) The advertisements must be amended within 7 days after the final date for  
13 amendment of the statement of organization.

14 NOTE: Authority cited: Section 83112, Government Code.  
15 Reference: Sections 84503, 84504, 84506 and 84507, Government Code.

# Attachment B

CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION  
MINUTES OF THE MEETING, Public Session

July 11, 2002

Call to order: Chairman Karen Getman called the monthly meeting of the Fair Political Practices Commission (FPPC) to order at 9:50 a.m., at 428 J Street, Eighth Floor, Sacramento, California. In addition to Chairman Getman, Commissioners Sheridan Downey, Thomas Knox, and Gordana Swanson were present.

Chairman Getman announced that the meeting marked the first telephone broadcast of the FPPC meetings, and asked for feedback from the public regarding the telephone broadcast. She noted that staff is researching making it a web-based broadcast.

**Item #1. Approval of the Minutes of the June 7, 2002 Commission Meeting.**

The minutes of the June 7, 2002 Commission meeting were distributed to the Commission and made available to the public.

Commissioner Swanson moved that the minutes be approved.

Commissioner Downey seconded the motion.

There being no objection the minutes were approved.

**Item #2. Public Comment.**

There was no public comment.

**Item #15. Legislative Report.**

Chairman Getman thanked Assemblyman Florez for his letter received by the Commission on July 10, 2002.

Executive Director Mark Krausse explained that AB 13 was introduced by Assemblyman Florez, having grown out of the Oracle inquiry. Mr. Krausse noted that the only major issue raised in the staff analysis was the broad scope of the bill.

Assemblyman Florez stated that he would like to work with FPPC staff, and hoped to get the Commission's support on the bill. He believed that the bill would close a loophole in the laws and regulations that govern lobbying. He became aware of the loophole during the recent legislative hearings on the computer software contract between the state of California and Oracle Corporation.

resulted in significant change, staff would recommend adoption of an emergency regulation. It may be confusing to the public, but explanations could be posted on the web site.

Commissioner Knox suggested that the formal adoption should be done in August, noting that campaigning will increase after Labor Day and that it would be good to have a regulation in place by then.

Ms. Menchaca responded that the Commission could do an emergency adoption in August, but that it might not give staff time to conduct an IP meeting.

Commissioner Swanson was concerned that the IP meeting could give important insight and questioned whether an August adoption would allow adequate time to consider the regulation.

Commissioner Downey agreed with Commissioner Swanson. He was hoping for more discussion through IP meetings. He supported a September adoption of a regulation.

Ms. Menchaca noted that it would be difficult for staff to put a memo together in time for the August meeting.

Commissioner Knox withdrew his suggestion.

Chairman Getman summarized that there should be an IP meeting in August and emergency adoption of a regulation in September.

In response to a question, Mr. Woodlock stated that he would address the "advisory position" concern of Commissioner Swanson.

**Item #4. Proposition 34 Regulations: Advertising Disclosure -- Adoption of Proposed Regulations 18450, 18450.1 and 18450.2.**

Commission Counsel Scott Tocher explained that the Commission considered three regulations at its May 2002 meeting, dealing with the scope of this regulation, the definition of advertising, and the definition of cumulative contributions. The Commission asked staff to bring back two regulations unchanged and directed staff to pursue a legislative change to resolve a conflict between two of the statutes and narrowing the definition of "cumulative contributions." Mr. Tocher stated that staff is pursuing the legislative change but that it has not yet been accomplished.

Executive Director Mark Krausse reported that staff has approached two authors for the legislation. SB 584 was too far along in the process and the author did not want to amend it at this point. Assemblyman Papan did not want to include it in AB 3051, and Mr. Krausse noted that it may not have been the best bill to use. He was trying to select the right vehicle for the legislation, and suggested that it might be better to find a bill that will not be approved and rewrite it to address only this issue. He believed that there might be an 80% chance of success for that scenario. He suggested that the Commission may want to pursue a regulation since a legislative change could not be guaranteed.

Chairman Getman stated that the statute was not written in a manner that would allow a regulation.

Commissioner Knox agreed.

Commissioner Downey asked, if no legislative change was made, whether it was better to have no regulation.

Mr. Tocher stated that without a regulation, § 84503 would be broadly applied to any committee. The cumulative statute is clear. Staff believed that a regulation might be subject to challenge.

Chairman Getman suggested that some groups who would be subject to ludicrous disclosures under the statute might be willing to help get a legislative change.

Mr. Tocher explained that proposed regulation 18450.1 defines "advertisement." The latest version incorporates thresholds of 200 and changed subdivision (b)(3) to provide that Web-based and Internet-based communications would be set aside for now, until the Internet Commission presents recommendations. He noted that staff recently found a bill that would extend the Internet Commission another 12 months.

Mr. Tocher stated that the regulation was ready for adoption.

Chairman Getman suggested that line 5 be changed to read, "Any televised or radio broadcast," indicating that it is intended to encompass all variations of television or radio programming. She explained that satellite radio might not be included under the current definition, and suggested that, without the change, technology might outpace the language of the regulation.

Mr. Tocher responded that the cable television clarification was made because it was not always considered a broadcast because it is not received through an antennae.

After further discussion, the Commission agreed to change the language to, "Programming received by a television or radio."

Commissioner Swanson moved that the proposed regulation be adopted.

Commissioner Knox seconded the motion.

Commissioners Downey, Knox, Swanson and Chairman Getman voted "aye." The motion carried by a unanimous vote.

Mr. Tocher reported that staff would update the Commission regarding the progress of legislation.

**Item #17. Litigation Report**

The litigation report was taken under advisement.

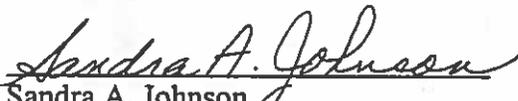
The Commission adjourned to closed session at 2:00 p.m.

The public session reconvened at 2:51 p.m.

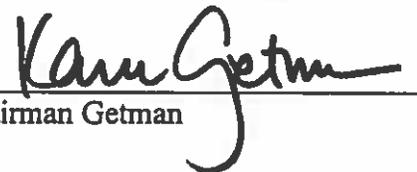
Chairman Getman announced that the Commission completed its closed session and adjourned the meeting at 2:51 p.m.

Dated: August 9, 2002

Respectfully submitted,

  
Sandra A. Johnson  
Executive Secretary

Approved by:

  
Chairman Getman