



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION

1102 Q Street • Suite 3000 • Sacramento, CA 95811
(916) 322-5660 • Fax (916) 322-0886

July 22, 2019

The Honorable Sabrina Cervantes
California State Assembly
State Capitol, Room 5164
Sacramento, CA 95811

RE: Assembly Bill 201 (Cervantes) – Campaign Text Messages – SUPPORT

Dear Assembly Member Cervantes,

On July 18, 2019, the bi-partisan Fair Political Practices Commission adopted a “support” position on Assembly Bill 201, a bill to require specified content and formatting of advertising disclosures in text messages.

The Political Reform Act currently regulates text messages as electronic media advertisements paid for by a committee and requires certain disclosure content. However, as a result of AB 2188 (Mullin, Chapter 754, Statutes 2018), concerns existed regarding what form of disclosure would be required on text message advertisements

AB 201 addresses this issue. Upon adopting an earlier position of “support if amended,” FPPC staff worked closely with your office to alleviate concerns on items, including issues regarding peer-to-peer text messaging services. Your office helped greatly in this matter, and with the amendments made to AB 201, the FPPC’s concerns are assuaged and thus the Commission voted to change to a “support” position.

If you have any questions, please contact Jay Wierenga at jwierenga@fppc.ca.gov or 916-322-5723.

Sincerely,

Thomas “TJ” Jones
Executive Director