

1 Amend 2 Cal. Code Regs., Section 18450.4 to read:

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

3 (a) The disclosure requirements of Sections 84503 and 84506(a)(2) shall not apply to
4 general purpose committees, as defined by Section 82027.5.

5 (b) Where a “disclosure statement” or “disclosure” is required for an advertisement under
6 Sections 84503, 84504, 84506, or 84506.5, the following shall apply to the committee that
7 authorized and paid for the advertisement:

8 (1) Disclosures shall include “paid for by” in the same manner as, and immediately
9 adjacent to and above, or immediately adjacent to and in front of, the required identification. In
10 addition, disclosure required by Sections 84503 and 84506 shall include the name, pursuant to
11 Regulation 18450.3, of the \$50,000 contributor or contributors. The disclosure shall explicitly
12 indicate that the contributor or contributors were major donors to the committee by stating, for
13 example, “major funding by” “committee contributors:” or “top contributors:” In the case of a
14 contributor that is a committee pursuant to Section 82013(a), the word “committee” shall be
15 included in the disclosure. The aggregation rules of Regulation 18215.1 shall apply in
16 determining when a contributor has reached the \$50,000 disclosure threshold of Sections 84503
17 and 84506.

18 (2) Where two or more contributors of identical amounts meet the threshold for the top
19 two contributors, the order of disclosure shall be made beginning with the most recent
20 contributor of that amount.

21 (3) The disclosures shall be presented in a clear and conspicuous manner to give the
22 reader, observer or listener adequate notice of the identity of the person(s) or committee(s) that
23 paid for the communication, as specified below.

1 (A) Video: The information shall be both written and spoken either at the beginning or at
2 the end of the communication, except that if the disclosure statement is written for at least five
3 seconds of a broadcast of thirty seconds or less or ten seconds of a sixty second broadcast, a
4 spoken disclosure statement is not required. The written disclosure statement shall appear with a
5 reasonable degree of color contrast between the background and text of the statement, must be of
6 sufficient size to be readily legible to an average viewer and air for not less than four seconds.

7 (B) Audio: The information shall be spoken in a clearly audible and intelligible manner at
8 the beginning or end of the communication and shall last at least three seconds.

9 (C) Print Media: All disclosure statements on printed materials designed to be distributed
10 personally or through the mail shall be printed in type no less than 14 point, bold, sans serif type
11 font ~~10 points in size~~ and printed in a contrasting color to the background on which it appears.

12 (D) Over Size Print Media: All disclosure statements on printed materials that are larger
13 than those designed to be individually distributed (e.g., yard signs or billboards) shall constitute
14 at least five percent (5%) of the height of the advertisement and printed in a contrasting color.

15 (E) If a single print media advertisement consists of multiple pages, folds, or faces, the
16 disclosure requirement of this Regulation applies only to one page, fold, or face.

17 (F) Each communication that would require a disclosure if distributed separately, and that
18 is included in a package of materials, must contain the required disclosure.

19 (G) Electronic Media: The disclosure statement on electronic media advertisements must
20 be presented in a clear and conspicuous manner. A disclaimer is not clear and conspicuous if it is
21 difficult to read or hear, or if the placement is easily overlooked. An electronic media disclosure
22 statement is considered clear and conspicuous if it meets the following, as applicable to that
23 advertisement:

1 1. Text or Graphic Electronic Media Advertisement: The disclosure information in a text
2 or graphic electronic media advertisement must appear in letters at least as large as the majority
3 of the text in the advertisement, or alternatively, if the advertisement is limited in size (e.g. a
4 micro bar, a button ad, a paid text advertisement that is limited to 500 characters or less in
5 length, or a small paid graphic or picture link) the disclosure is displayed via rollover display,
6 link to a webpage with disclosure information, or other technological means that provide the user
7 with disclosure information. In addition, the disclosure information must be visible for a period
8 of at least four seconds and appear with a reasonable degree of color contrast between the
9 background and text of the statement as to be legible.

10 2. Audio Electronic Media Advertisement: In an audio format electronic media
11 advertisement, the disclosure information must be spoken in a clearly audible and intelligible
12 manner at the beginning or end of the communication and shall last at least three seconds.

13 3. Video Electronic Media Advertisement: In a video electronic media advertisement
14 which also includes audio, the disclosure information shall be both written and spoken either at
15 the beginning or at the end of the communication, except that if the disclosure statement is
16 written for at least five seconds of a broadcast of thirty seconds or less or ten seconds of a sixty
17 second broadcast, a spoken disclosure statement is not required. The written disclosure statement
18 shall appear with a reasonable degree of color contrast between the background and text of the
19 statement, must be of sufficient size to be readily legible to an average viewer and air for not less
20 than four seconds.

21 4. Electronic Media Advertisement Disclosure - Exception: In electronic media
22 advertisements whose size, space, or character limit constraints (i.e., SMS text message) render it
23 impracticable to include the full disclosure information specified in Sections 84503, 84504,

1 84506, 84506.5, or subsection (b)(3)(G)(i) of this regulation, the candidate or committee sending
2 the mass mailing may provide abbreviated advertisement disclosure containing at least the
3 committee's FPPC number (i.e., "FPPC # 185734") and when technologically possible a link to
4 the webpage on the Secretary of State's website displaying the committee's campaign finance
5 information, if applicable.

6 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84503, 84504,
7 84506 and 84506.5, Government Code