



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION
1102 Q Street • Suite 3050 • Sacramento, CA 95811

January 17, 2025

No on Prop 20, Californians Against the Prison Spending Scam and Dana Williamson (Principal Officer).

Via email: shawnda@deaneandcompany.com; CAAgainstPrisonScam@deaneandcompany.com

Warning Letter: Re: FPPC No. 2020-00836; No on Prop 20, Californians Against the Prison Spending Scam and Dana Williamson.

Dear Committee and Dana Williamson:

The Enforcement Division of the Fair Political Practices Commission enforces the provisions of the Political Reform Act (the “Act”).¹ This letter is in response to two AdWatch complaints that alleged the committee, No on Prop 20, Californians Against the Prison Spending Scam, (the “Committee”), violated the Act’s advertisement disclosure provisions by failing to properly include the correct disclosure on three YouTube video advertisements and a social media post used for the November 3, 2020 General Election. The Enforcement Division has completed its investigation and found that one YouTube video had proper disclosures, and two YouTube videos had improper disclosures because the “Ad paid for by” disclosure followed by the Committee’s name and the name of three top contributors were in all capital letters. Additionally, the Enforcement Division determined that the Committee’s Facebook page contained proper disclosures.

When an advertisement is disseminated as a video, the Act requires committees to display the name of the committee preceded by the words “Ad paid for by”² in writing and displayed at the beginning or end of the advertisement for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast that lasts longer than 30 seconds.³ Written disclosures shall not appear in all capital letters, except that capital letters shall be permitted for the beginning of a sentence, the beginning of a proper name or location, part of the contributor’s trademark name or part of its name in common usage or parlance, or as otherwise required by conventions of the English language.⁴

The Act requires that any advertisement that is paid for by a committee shall include the words “Ad Committee’s Top Funders.” These words shall be followed by the names of the top contributors to the committee paying for the advertisement.⁵

¹ The Political Reform Act is contained in Government Code sections 81000 through 91014, and all statutory references are to this code. The regulations of the Fair Political Practices Commission are contained in sections 18104 through 18998 of Title 2 of the California Code of Regulations, and all regulatory references are to this source.

² Section 84504.1, subd. (a).

³ Section 84504.1, subd. (b).

⁴ Section 84505, subd. (b).

⁵ Section 84503.

The Act requires an electronic media advertisement to include the words “Ad paid for by” followed by the Committee’s full name, and also include a hyperlink to an internet website containing proper disclosures, in a contrasting color and in no less than 11-point font.⁶ This requirement applies to social media accounts where the content posted was created only for the purpose of advertisement governed by the Act.⁷

The Act requires an internet website to include the words “Paid for by” followed by the Committee’s full name clearly printed in contrasting color and in no less than 8-point font at the top or bottom of every publicly accessible page of the internet website.⁸

You and the Committee violated the Act by including the words “Ad paid for by” followed by the Committee’s name and top three funders in all capital letters in two YouTube videos.

Despite these violations, the Enforcement Division has decided to close this case with a warning letter rather than a fine because these violations caused minimal public harm since the “Ad paid for by” language, the Committee’s name, and the top three contributors were included in the advertisement, the Committee is now terminated, there was no evidence of an intent to violate the Act, and the Committee has no history of violating the Act.

This letter serves as a written warning. The information in this matter will be retained and may be considered should an enforcement action become necessary based on newly discovered information or future conduct. Failure to comply with the provisions of the Act in the future will result in monetary penalties of up to \$5,000 for each violation.

A warning letter is an Enforcement Division case resolution without administrative prosecution or fine. The Commission has adopted Regulations 18360.1 and 18360.2 to authorize the Enforcement Division to issue warning letters to conclude cases in specified circumstances. However, the warning letter resolution does not provide you with the opportunity for a probable cause hearing or hearing before an Administrative Law Judge or the Commission. If you wish to avail yourself of these proceedings by requesting that your case proceed with prosecution rather than a warning, please notify us within ten (10) days from the date of this letter. Upon this notification, the Enforcement Division will rescind this warning letter and proceed with administrative prosecution of this case. If we do not receive such notification, this warning letter will be posted on the Commission’s website ten (10) days from the date of this letter.

Although we are closing our file on this matter, please be advised of the provisions in the Act regarding advertisement disclosure requirements. If you need future guidance regarding advertisement disclosure obligations, please visit our website at www.fppc.ca.gov. You may also contact me at (279)237-5978, or via e-mail at cbernabe@fppc.ca.gov.

⁶ Section 84504.3, subd. (b).

⁷ Section 84504.3, subd. (h)

⁸ Sections 84502, subd. (c) and 84504.3, subd. (d).

Sincerely,

Cinthya Bernabé

Cinthya Bernabé
Commission Counsel
Enforcement Division