

Gathering Signatures for AB 2188, the Social Media DISCLOSE Act

PART 1. Ask person to sign AB 2188, the Social Media DISCLOSE Act.

Bring at least 2 clipboards with petitions on each so two people can sign at once, and if you're going to a rally, bring up to 6 clipboards. The more people you speak to at once the more signatures you will gather!

SCRIPT BELOW IS GREAT WHEN IN PUBLIC. Variation is okay, but definitely say the underlined parts.

"Hi! Have you had a chance to sign in support of the *Social Media DISCLOSE Act* that when passed will require social media sites like Facebook and Twitter to disclose who is really paying for political ads you see displayed there?

"THEM: "What's that?"

"AB 2188, the *Social Media DISCLOSE Act* is a bill currently in the legislature that would require social media sites to provide a link that says "Who Funded This Ad?" on the ads themselves so when you click on the link it will take you to a page that will clearly display the top three funders of the ad. Would that information help you decide if you want to believe the ad or not?

[If you have AB 2188 Sample Sign on back of clipboard flip it over so they can see the example.]

THEM: "Yes, it would help a lot."

By signing our support petition today you will help California legislators know that it is important to you to know who is funding political ads on social media. The more people who sign in support the greater the chance it will become law. **(Hand the clipboards to those listening as you say this.) As they sign, say: "Please print clearly so your signature counts!"**

As they write their name: "When you give your email address and phone, we can tell you when you can take action to help it pass like by contacting your legislator and asking him or her to vote "Yes" on the bill. Your information is private -- we never share it."

Then: "If you might like to volunteer like me, circle 'Yes' or 'Maybe' to volunteering, or you can circle "Yes" or "Maybe" to donating to help our grassroots campaign pass it.

(Please watch to make sure that they are correctly filling out the petition and that they actually write their cursive signature in the box.) Verify that they legibly filled the petition out completely.

PART 2. Print YOUR NAME at top and turn in to your coordinator or our office

- 1. Please clearly print your full name and the date at the top right of the petition.**
- 2. If you're part of an active Clean Money Action Group, turn them in to your coordinator.**
- 3. Otherwise, turn in to the California Clean Money Campaign office:**

Mail: California Clean Money Action Fund, 3916 Sepulveda Blvd, Suite 208, Culver City, CA 90230.

Fax: (888) 633-8898. **Email scanned copies (please send pdfs, not images or jpegs):** petitions@caclean.org

SB 651 petitions can be downloaded from www.CAclean.org/materials/print.php . Please print in LANDSCAPE format on clean plain paper. Please keep the petitions clear of notes and doodles. The scanned petitions may be sent to Sacramento and shared with legislators. So please keep them clean and neat!

How to Handle Common Statements

"I'm not registered to vote."

"No problem! Our petition is just a support petition for legislation, anyone can sign to show support for the bill."

"I think I already signed."

"This is a brand new bill. Did you sign it on paper within the last few months, or did you do it online? You might be thinking of our previous bill that passed last year, California DISCLOSE Act. We need signatures on paper for AB 2188 even if you signed online!"

"Who is paying you or supports your work?"

"I'm a volunteer and don't get paid. California Clean Money Campaign, the sponsor of AB 2188 is a non-profit, non-partisan grassroots organization funded by small donations from people like you and me. We don't have any large donations!"

Your Rights & Responsibilities

Gathering signatures in public places is a key to pressuring the legislature to pass SB 651 – as well as get new volunteers for this and future fair election campaigns! Here are your rights and responsibilities.

In Public Areas (sidewalks, parks, civic buildings, train stations, civic plazas, parks)

It is legal to canvass and gather petition signatures on any public property if you do not create a disturbance, incite violence, etc. If you have gear such as ironing board, table, or backpack, please do not block any entrances or exits.

Multi-Use Lots and Storefronts

Multi-use lots and storefronts are the shared areas outside at strip malls, outdoor malls, etc. Like on public property, it is legal to gather signatures here if you do not create a disturbance or block access. This has been decided by the U.S. Supreme Court in multiple cases such as “Pruneyard” in 1980 and “Ralph’s” in 2013. Please approach people when they’re exiting the store, not when they’re entering, so they’re less likely to complain to a manager.

Single-Use Storefronts or Lots, and Shopping Malls -- We must ask for permission. Usually your coordinator will do it.

IF SOMEONE ASKS YOU TO LEAVE

Management may ask you to stop even where it’s legal. They may threaten to call the police. If either happens:



Always be calm and polite.



Make sure you're on public property or in an area of multi-use lots and storefronts. Make sure you and your gear aren't blocking entrances, exits, or flow. Make sure you're not causing a disturbance.



Calmly say that you're following the law which includes the right for anyone to gather signatures in that location. This right was upheld by the U.S. Supreme Court in the 1980 “Pruneyard” decision and the “Ralph’s” decision in 2013.



Unless it's the police asking you to move, feel free to stay if you're following the law.



If the police approach you, stop what you're doing and politely give them your attention. Let them take the lead in the conversation. Don't interrupt. Offer to explain. If you explain, state that you're exercising your free speech rights under the "Pruneyard" decision. If they ask you to make a change or move, do so immediately and politely.