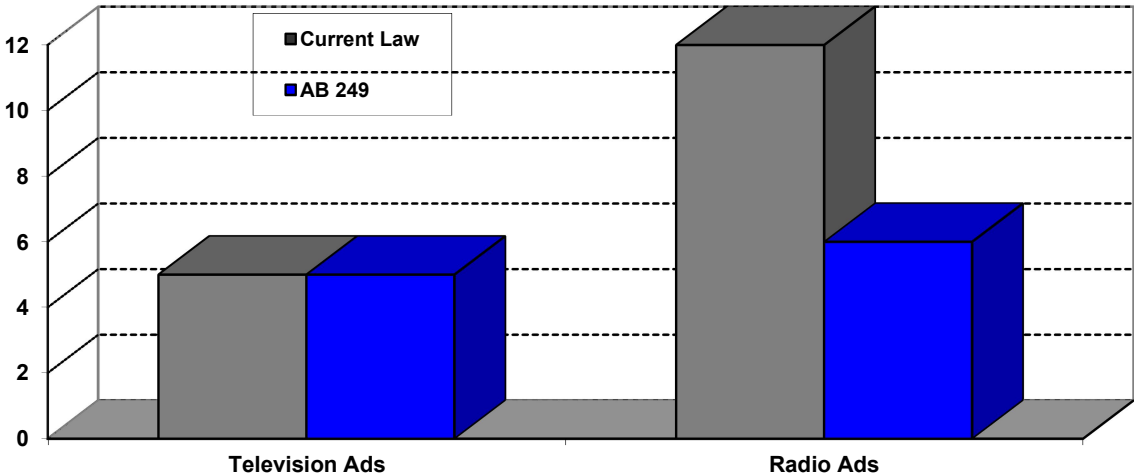


AB 249 Comparison to Current Code: Clearer and Shorter

Typical Required Time for Disclosures in Seconds, AB 249 vs. Current Law



For TV ads, AB 249 requires disclosures to be onscreen for 5 seconds for 30 second ads, same as current law. AB 249 shortens disclosures on radio ads from the 12-14 seconds they can sometimes take to only 7-9 seconds.



Endorsed by the California Broadcaster’s Association:

“The California Broadcasters Association supports AB 249 because it improves transparency for political advertising in a reasonable fashion.

It takes the needs of both voters and political advertisers into account by making television disclosures significantly clearer (taking about the same amount of time and space as current law), while dramatically shortening and improving disclosure in radio ads.”

<p>Television Ad Disclosures</p> <p>Clear disclosure of the top three funders on the bottom 1/3 of the screen with a black background for 5 seconds. Funder names cannot be made harder to read by being shown in all capital letters.</p>	<p>Current Code</p> <p>Same time requirements and generally take the same amount of space, but with disclosure of committee name in fine print. Top 2 funders buried in committee name.</p>
<p>Length of Radio Disclosure</p> <p>AB 249's radio disclosure statement replaces the current statement, and is <u>significantly shorter</u> than it. E.g.</p> <p>Yes on 25: <i>"Paid for by Yes on 25, Citizens for an on-time budget. Major funding by the California Federation of Teachers and the California Teachers Association."</i></p>	<p>Current Code</p> <p>Examples of current required radio statements:</p> <p>Yes on 25: <i>"Paid for by Yes on 25, Citizens for an on-time budget, sponsored by teachers, nurses, firefighters, and other public employee groups, California Federation of Teachers COPE Prop/Ballot Committee and California Teachers Association PAC".</i></p>



<p>Print Advertisement and Mass Mailers</p> <p>Must list top 3 funders with black fonts in a disclosure box having a white background. Link to FPPC website listing top 10 funders if the committee spent \$1 million+. Similar in size and contrast to slate mailer disclosures.</p>	<p>Current Code</p> <p>Allowed to be all-caps and include long and irrelevant list of economic interests that bury the top contributors on non-solid backgrounds, making disclosures hard to find and read.</p>
<p>Committee Names Displayed</p> <p>Dramatically shortens committee names displayed on ads to make them clearer and less burdensome.</p> <ul style="list-style-type: none"> -- Removes requirement to list economic interests and two major funders in middle of committee names because top three funders are required to be shown clearly separately. -- A funder or committee name may be used as in common usage (including an abbreviation or acronym). Legal terms like <i>"incorporated"</i>, <i>"committee"</i>, <i>"political action committee"</i>, or <i>"corporation"</i> are not required unless the term is part of the contributors' name in common usage. -- Changes law so that only the name of the committee's sponsoring organization is disclosed on ads. E.g. <i>"Californians To Protect Chiropractic Patient Rights, Sponsored By California Chiropractic Association"</i> would be replaced with just <i>"California Chiropractic Association."</i> 	<p>Current Code</p> <p>Extremely long and confusing names that either intentionally or unintentionally obscure who sponsors them or who their top funders are.</p>
<p>Proscriptive Disclosure Requirements</p> <p>AB 249 is specific about exact wording, placement, levels of contrast between background and disclosure text, fonts, sizes, placements of disclosure, and pitch and tone of reading to ensure they're clear at all times.</p>	<p>Current Code</p> <p>Requires specific font sizes, wording, and background contrasts in many sections of the code, but provides significant leeway that political advertisers often take advantage of to make their disclosures less obvious.</p>

Showing True Funders With New Earmarking Rules

<p>New Earmarking Requirements</p> <p>AB 249 uses new earmarking rules for contributions meant for specifically identified committees or ballot measures. Requires original donors to be identified and tracked when passed through primarily formed committees so ads display the true funders instead of misleading names even if funders try to hide behind multiple layers of front groups.</p> <p>Provides reasonable exemptions for member dues, fees, and assessments of <\$500 from membership organizations.</p>	<p>Current Code</p> <p>Earmarking rules only defined explicitly for contributions to candidates.</p>
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