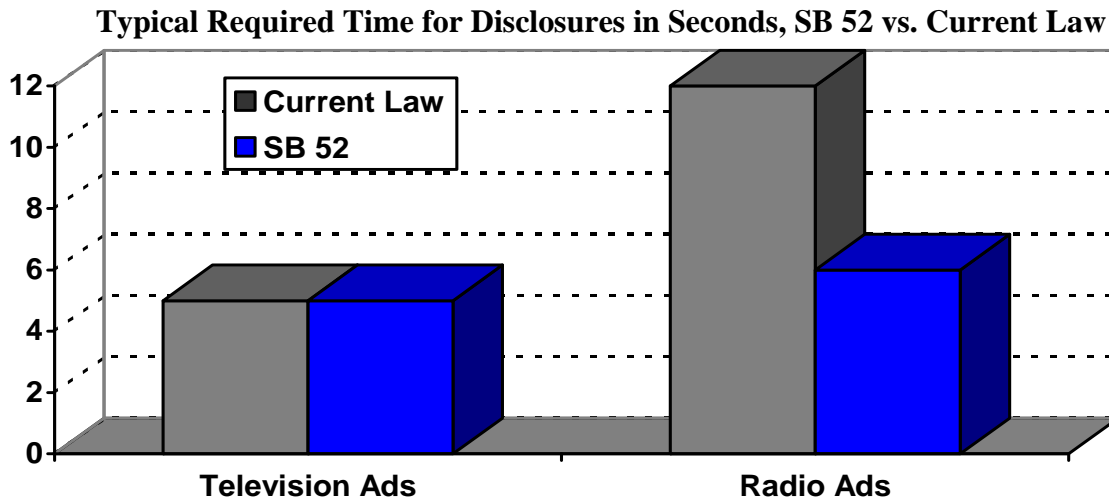


SB 52: California DISCLOSE ACT

Comparison to Current Law of Proposed Amendments: Clearer and Shorter



For television ads, SB 52 requires the disclosures to be on the screen for 5 seconds for 30 second ads, the same amount of time as current law disclosures. SB 52 shortens disclosures on radio ads from the 12-14 seconds they can sometimes take to only 7-9 seconds.

<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. Link to website with more info on the FPPC website if the committee spent \$1 million or more.</p>	<p>Current Code</p> <p>Same time and space requirements, but with disclosure of committee name in fine print. Top two funders are buried in committee name.</p>
<p>Length of Radio Disclosure</p> <p>SB 52's radio disclosure statement replaces the current statement, and is <u>significantly shorter</u> than it. E.g.</p> <p>Yes on 25: <i>"This ad has major funding by the California Federation of Teachers and California Teachers Association. Paid for by Yes on 25, Citizens for an on-time budget."</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 align="center">Print Advertisement and Mass Mailers</p> <p>Must list top three funders with defined-sized black fonts in a disclosure box having a white background. Link to website with additional funding info listed on bottom if the committee spent \$1 million or more. Area similar in size and contrast to slate mailer disclosures.</p>	<p align="center">Current Code</p> <p>Fine print disclosure of committee name in formats that often purposefully make them difficult to see.</p>
<p align="center">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 align="center">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 align="center">Proscriptive Disclosure Requirements</p> <p>SB 52 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 align="center">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>

