

SB 52, the California DISCLOSE Act

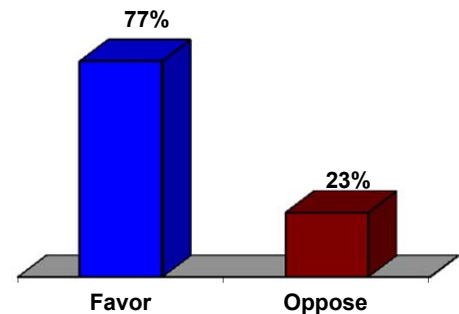
Transparency and Disclosure is Good for Business

SB 52, the California DISCLOSE Act, would end big secret spending on campaigns by letting voters know who REALLY is paying for political ads — on the ads themselves. SB 52 is authored by Senators Mark Leno and Jerry Hill and sponsored by the California Clean Money Campaign.

Why Businesses Need SB 52

- **“Influential American business leaders are uneasy about secrecy in corporate political activity. They overwhelmingly favor transparency and accountability for that spending.”**
— **Bruce F Reed, President of the Center for Political Accountability** after an October 2010 Zogby International poll sponsored by the Committee for Economic Development that showed two-thirds of business leaders believe secret political spending poses a threat to companies.
- **“Small businesses form the backbone of California, but we are often shut out of the political process because we can’t afford to spend millions on political ads like giant multinational corporations and unions do. The Redwood Empire Business Association supports SB 52 so voters know who really pays for political ads, because they’ll trust the voices of small businesses.”**
— **Terry Hilton, Redwood Empire Business Association**

77% of business leaders said
“Corporations should disclose all of their direct and indirect political expenditures.”
(Zogby International Poll, October 2010)



What the California DISCLOSE Act Does

- **Require the three largest funders of political ads (two largest on radio ads) to be clearly and prominently identified** — on the ads themselves -- so viewers see right then who’s actually paying for them.
- **Apply to television ads, radio ads, print ads, mass mailers, online ads, billboards, and websites** for or against state and local ballot measures. Also, third party ads for and against candidates, including sham issue advertisements. It applies whether ads are paid for by corporations, unions, or millionaires.
- **The new TV ad disclosures use the same time and space** as current law — yet are much more effective. The new radio ad disclosures are actually significantly shorter than now — but get rid of the speed readers.
- **Will end big secret political spending in California races** by requiring political ads and websites to show their largest original contributors, no matter how many committees or groups their contributions pass through.

Two-Thirds of Business Leaders Agreed:

“The lack of transparency and oversight in corporate political activity encourages behavior that puts corporations at legal risk and endangers corporate reputations.” — Zogby International poll in Oct 2010.

Example Disclosure Required By SB 52

Top Funders of This Ad
California Federation of Teachers
California Teachers Association
AFSCME

Disclosures Apply Equally to All Types of Funders

Top Funders of This Ad
Chevron
Philip Morris USA
Anheuser-Busch Companies