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Assembly California Legislature



KEVIN MULLIN
SPEAKER PRO TEMPORE
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September 19, 2017

Commissioner Jodie Remke
Chair, Fair Political Practices Commission
1102 Q Street, Suite 3000
Sacramento, CA 95811

Re: AB 249 (Mullin) DISCLOSE Act – SUPPORT

Dear Commissioner Remke:

In recent years, California has seen campaign spending on ballot measures reach unprecedented levels. In fact, over \$1 billion was spent on ballot measures between 2012 and 2016.

Current campaign finance disclosure laws are not sufficient to provide accurate information to voters, especially with regard to who is truly paying for campaign advertisements. TV ads flash fine print at viewers and radio ads speed read through finance information, often times with misleading information as to who has truly funded the advertisement. Current law allows top donors to hide behind multiple layers of organizations to intentionally mislead advertisement viewers and listeners. This makes it extremely difficult for voters to have truthful information when it comes to campaign finances and donors for advertisements.

AB 249 seeks to fundamentally change how campaign financing is disclosed in the State of California and it is long overdue. AB 249 will change the content and format of disclosure statements required on specified campaign advertisements in a manner that requires such disclosures to be more prominent.

Under AB 249, the top three contributors must be shown on a solid black background on the bottom 1/3 of the screen for five seconds on all television and video advertisements. Each funder must be listed in large clear type on a separate line, avoiding difficult to read text. AB 249 applies with appropriate nuances to all major forms of political advertising (radio, television, electronic, and print).

Additionally, AB 249 establishes new requirements for determining when contributions are considered to be "earmarked." Contributions shall be deemed earmarked and displayed on ads, if the donors have a condition or agreement that such funds be used for specifically identified committees or ballot measures.

If enacted, AB 249 will be the strongest law in the country relating to campaign finance transparency. If however, AB 249 fails, the status quo will continue, which is unacceptable.

AB 249 is supported by the Clean Money Campaign; the League of Women Voters; and Common Cause.

For more information, please contact my Chief of Staff, Hugh Bower at 916-319-2022.

I respectfully request your support of my measure, AB 249.

Sincerely,



Kevin Mullin
Assembly Speaker pro Tempore
22nd Assembly District

Cc: Commissioners: Audero; Hatch; and Hayward