

OPTIONAL LANGUAGE TO  
CAMPAIGN FINANCE ORDINANCE

**INCLUDES ELECTRONIC MEDIA, VIDEO, AND AUDIO ADVERTISEMENTS**

**2.105. Definitions.**

[...]

“Advertisement” means any general or public communication which is authorized and paid for by a committee for the purpose of supporting or opposing a candidate(s) for municipal elective office or a municipal ballot measure(s). Advertisement excludes communications paid for by a candidate or candidate-controlled committee established for elective office for the controlling candidate and communications from an organization to its members other than a communication from a political party to its members. Advertisement includes print ~~and~~, written, video, and audio advertisements, ~~including. These include~~ mass mailings (as defined in Government Code Section 82041.5 and includes e-mail), newspaper ads, ~~and flyers~~ flyers; video advertisements on the Internet, television, cable or satellite; and advertisements disseminated over the radio or by telephonic means over two hundred (200) substantially similar telephone calls within a calendar month. This division does not apply to small promotional items such as pens, pencils, mugs, clothing, skywriting or other items where the required disclosures are impracticable or cannot be reasonably printed or displayed in an easily legible typeface. ~~This division does not apply to video or audio advertisements.~~

[...]

**2.108. Disclosures in video.**

a. An advertisement that is disseminated as a video, including advertisements on television and videos disseminated over the Internet, shall include the disclosure required by Sec. 2.106 of this division at the beginning or end of the advertisement.

b. The disclosure required by subdivision (a) shall be written and displayed for at least five (5) seconds of a broadcast of thirty (30) seconds or less or for at least ten (10) seconds of a broadcast that lasts longer than thirty (30) seconds.

1. The written disclosure required by subdivision (a) shall appear on a solid black background on the entire bottom one-third of the television or video display screen and shall be in a contrasting color in Arial equivalent type, and the type size for

the tallest letters in the written disclosure shall be at least four percent (4%) of the height of the television or video display screen. The top contributors, if any, shall each be disclosed on a separate horizontal line, in descending order, beginning with the top contributor who made the largest cumulative contributions on the first line. The name of each of the top contributors shall be centered horizontally. If the names of the top contributors exceed or cause the disclosure to exceed one-third of the television or video display screen, the percent of the height of the type size shall be reduced to the minimum amount necessary to provide for full disclosure of the top contributors.

2. If using a type size of four percent (4%) of the height of the television or video display screen causes the name of any of the top contributors to exceed the width of the screen, the type sizes of the name of the contributor that exceeds the width of the screen shall be reduced until it fits on the width of the screen, but in no case shall the type size be smaller than two and one-half percent (2-1/2%) of the height of the screen.

#### **2.109. Disclosures in audio.**

An advertisement that is disseminated over the radio or by telephonic means shall include the disclosure required by Sec. 2.106 of this division at the beginning or end of the advertisement, read in a clearly spoken manner and in a pitch and tone substantially similar to the rest of the advertisement, and shall last no less than three (3) seconds.

#### **SEC. 2.1~~1008~~. Updates to and requirement to update the top contributors list.**

If the order of top contributors required to be disclosed pursuant to this division changes or a new contributor qualifies as a top contributor, the disclosure in the advertisement shall be updated to reflect the new top contributors within five (5) business days unless the advertisement cannot be updated except by a subsequent order for production or printing, in which case the disclosure shall be updated prior to placing a new or modified order for additional printing of the advertisement.

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