



**Political
Advertising and
Campaign Signs**

10

Concord Police Code Enforcement Unit

Campaign Sign Operations

Updated August 2020

Background:

Each campaign season the City of Concord is inundated with temporary signs encouraging the voting public to support various causes and candidates. These printed cardboard signs are usually attached to a wood stick and either placed in the ground or attached to a fixed object like a pole or fence. Sometimes, candidates have larger monument type signs printed for specific high-traffic, targeted areas like an overpass or vacant lot. We have had the fortune of relatively compliant campaign groups in recent years, most of who know the law and abide by the accepted provisions regarding sign placement. Sometimes, though, ambitious advocates place their candidate or proposition signs in areas designated as public right-of-way locations, prompting calls from concerned citizens requesting assistance from the City of Concord in bringing those campaign promoters into lawful compliance.

Historically, the responsibility of responding to these complaints has involved a few different departments within the City of Concord. Our Public Works Department, Code Enforcement Unit and the Police Department have all played a part to one degree or another. Consequently, there is some confusion as to which department will take the lead each campaign season.

Objective:

The objective of this operation order is to define clear responsibilities for the enforcement of Municipal Code sections pertaining to political and campaign signs, and establish a consistent procedure for removal of signs found to be in violation of our Municipal Code - CMC 18.180.070(B)(4).

Duration:

The first authorized date political signs may be displayed is August 5, 2020. Election Day is November 3, 2020, and the signs must be removed from display by November 13, 2020.

Responsibilities:

The Concord Police Department's Code Enforcement Unit will be the primary entity charged with the responsibility of enforcement of Concord's municipal laws pertaining to political sign regulation. The City of Concord's Public Works Department will act in a supporting role by assisting the Code Enforcement Unit when called upon. Examples of assistance may include the use of special equipment like a boom truck from removal of signs placed out of reach, and removal of illegal signs placed in public grass areas in need of maintenance. Other units or work groups may also be called in to assist when reasonably necessary.

Public Education:

Our goal is to promote a fair and healthy campaign season through proper placement of campaign signs. The desired outcome is to achieve this goal through voluntary compliance by those campaign staffers responsible for proper political sign management. Information will be provided to homeowners, whenever possible, explaining their rights in displaying political signs on their private property.

Procedure:

1. Proactive measures will be taken by our officers to remove illegally placed campaign signs.
2. Whether proactively-driven, or when a complaint is received by the Code Enforcement Unit, a case will be opened and the complaint will be investigated by the Code Enforcement Officer (CEO) responsible for that geographic area.

In the event a sign is suspected to be in violation of the Concord Development Code, the following procedure is to be followed by the Code Enforcement Unit:

- The sign will be removed and stored at the Public Works Pump Station.
 - A Code Enforcement case will be created in the Accela system using the best possible address available (will include photographs of the sign).
 - A Code Enforcement Officer will be assigned to the case and will contact the affected sign owner.
 - A sign owner and/or representative will be educated on the nature of the violation. The assigned Code Enforcement Officer will include in their Accela notes the contact person's name, address, telephone number, and position within the sign owner's organization.
 - The sign owner and/or representative will be told they have 15 days to claim the sign or it will be destroyed pursuant to 18.180.070(B)(4) CMC.
 - Persons wishing to claim signs must show proof of storage fee payment of \$30 per sign. Storage fees, as determined by the City of Concord Master Fees and Charges Resolution, may be paid online at www.cityofconcord.org/ccpayments. The person making the payment should select "Police" from the Bill Type drop down box and type "Campaign sign" in the Bill Description box.
 - Signs will be released by Code Enforcement Unit staff upon proof of payment.
 - Signs held longer than 15 days from the date of notification will be destroyed as authorized by 18.180.070(B)(4) CMC.
 - The sign disposition will be indicated in the Accela system and the case closed.
3. The Concord Municipal Code allows for the issuance of fines and fees for regulating and abating campaign sign violations. As such, in order to pursue monetary reimbursement through fines and fees, there will be a charge of \$30 per sign.

4. Campaign signs placed in public right-of-way areas that require regular maintenance by our Parks Department or Public Works Department are subject to immediate summary abatement. For example, if a City of Concord maintenance worker is mowing grass on a traffic median and a political sign is stuck in the ground and in the way of the mower, the worker may remove the sign without delay. A photograph will be taken if possible, and then the sign will be handled in accordance with the directive. The sign shall be placed at the Corporation Yard for storage, and the responsible campaign staff shall be notified for collection or allow the sign to be discarded 15 days later.
5. The Public Works Department has agreed to assist by providing aerial equipment to our CEO's to retrieve signs from high places if necessary. The Public Works Department has also agreed to assist by releasing the signs to campaign staff individuals who have evidence of paid applicable fees to retrieve their signs. The Code Enforcement Unit will call upon their support service when reasonable and necessary.
6. Specific regulations can be found in CMC 18.180.070(B)(4).

Contacts:

Sergeant Renee Williams, Code Enforcement Unit Supervisor: (925) 671-5041
Code Enforcement Unit: (925) 671-3075
Public Works General Information: (925) 671-3448



Sergeant Renee Williams
Concord Police Department
1350 Galindo Street
Concord, CA 94520
Phone: (925) 671-5041
Fax: (925) 691-6640
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Code Enforcement Unit

DATE: August 11, 2020

TO: Code Enforcement Unit

SUBJECT: Temporary Sign Enforcement
Operational Procedure
Re: 18.180.070(B)(4) CMC

Objective:

To define clear responsibilities for the enforcement of the Concord Development Code pertaining to temporary signs, and establish a consistent procedure for removal of signs found to be in violation of Section 18.180.070(B)(4) of the Concord Municipal Code.

Duration:

Consists of the 90 days prior to the event, the day of the event, and the 10 days after the event.

Responsibilities:

Consequent to designation by the Concord Chief Building Official, the Code Enforcement Unit will be primarily responsible for sign regulation. The City of Concord Public Works Department will assist Code Enforcement efforts as needed. This will generally include the use of special equipment for removal of signs placed out of reach.

Sign Abatement and Return Procedure:

In the event a sign is suspected to be in violation of the Concord Development Code, the following procedure is to be followed:

1. The sign will be removed and stored at the Public Works Pump Station.
2. A Code Enforcement case will be created in the Accela system using the best possible address available, to include photographs of the sign.
3. A Code Enforcement Officer will be assigned to the case and will contact the affected sign owner.
4. A sign owner and/or representative will be educated on the nature of the violation. The assigned Code Enforcement Officer will include in their Accela notes the contact person's name, address, telephone number, and position within the sign owner's organization.
5. The sign owner and/or representative will be told they have 15 days to claim the sign or it will be destroyed pursuant to 18.180.070(B)(4) CMC.
6. Persons wishing to claim signs must show proof of storage fee payment. Storage fees, as determined by the City of Concord Master Fees and Charges Resolution, may be paid online at www.cityofconcord.org/ccpayments. The person making the payment should select "Police" from the Bill Type drop down box and type "Campaign sign" in the Bill Description box.

7. Signs will be released by Code Enforcement Unit staff upon proof of payment.
8. Signs held longer than 15 days from the date of notification will be destroyed as authorized by 18.180.070(B)(4) CMC.
9. The sign disposition will be indicated in the Accela system and the case closed.



Concord Police Department

Code Enforcement Unit

1350 Galindo St., Concord CA 94520

Phone: 925-671-3075 ~ Fax: 925-691-6640

TEMPORARY SIGN FAQ

Pursuant to 18.180.070(B)(4) CMC, temporary signs:

1. Cannot be placed on private property without first obtaining permission to do so from the owner or tenant. The property owner is responsible for sign removal.
2. Cannot be placed upon any public property, including any utility pole, public fence, tree, or any other post or object located in a public right-of-way.
3. Cannot obstruct the view of or conflict with any traffic sign, signal, or device
4. Must be removed within 10 days after the event
5. Found on public property may be removed immediately and turned over to the Code Enforcement Unit. If a sign is inaccessible, notify the Code Enforcement Unit and the sign will be removed by Public Works.

Persons found defacing, removing, altering, making additions to, or concealing a sign are arrestable for a misdemeanor violation under 18.180.070(B)(4)(a)(vi)CMC

City of Concord
Community & Economic Development
1950 Parkside Drive
Concord, California 94519
Telephone: (925) 671-3454



MEMORANDUM

TO: Zoning Interpretation File

FROM: Mindy Gentry, Planning Manager

SUBJECT: Regulation of Political Signs

DATE: July 6, 2020

In response to the 2015 ruling by the Supreme Court of the United States in the case of *Reed v. Town of Gilbert, AZ* -- requiring sign regulations to be content-neutral -- the City of Concord is in the process of reviewing and amending its Sign Ordinance (Concord Municipal Code (CMC) Chapter 18.180) to ensure compliance with the ruling. During this interim period, the provisions of the Concord Municipal Code Section 18.180.070(B)(4) shall be widened to apply to all temporary non-commercial signage rather than just to political signs, as currently provided by the Code, and no consideration will be given to the content of the signage (e.g. whether or not it is political). The term "election", "campaign", and "ballot measure" shall be interpreted to mean "temporary non-commercial event" and the word "candidate" shall be interpreted to mean "sign owner". As outlined in the CMC, permits are not required for temporary non-commercial signs, but CMC Section 18.180.120 shall continue to apply to temporary commercial signage.

Political Advertising Disclosures

1. Communications by Candidate Committees for their own Election

The disclosure must include, unless otherwise noted: “Paid for by *committee name*”

Examples: “Paid for by Jones for Assembly 20XX”
 “Paid for by Friends of Smith for Mayor 20XX”

Communication	Disclosure and Manner of Display
<p>All mass mailings – more than 200 substantially similar pieces of mail sent within a calendar month</p>	<ul style="list-style-type: none"> • Candidate’s committee name and address (on file with Form 410) on outside of mailing (if no Form 410 on file, use candidate’s name and address). • “Paid for by” must be in the same color and font as the committee name and address and immediately in front of or above the name and address. • If sent by more than one candidate or committee: <ul style="list-style-type: none"> ○ Also on at least one insert in the mailing. • No less than 6-point type and in a contrasting print or color. • Return envelopes (if included in solicitation) – committee’s name, address and ID number are recommended but not required.
<p>All mass electronic mail – more than 200 substantially similar emails sent within a calendar month</p>	<ul style="list-style-type: none"> • “Paid for by [name of candidate or committee]” must be in at least the same size font as a majority of the text (no address is required on mass electronic mailings).
<p>Newspaper ads</p>	<ul style="list-style-type: none"> • Refer to the Elections Code for newspaper ad disclosure requirements.

Candidate Committee Communications for their own Election

Communication	Disclosure and Manner of Display
<p>Telephone calls advocating candidate's own election - 500 or more calls similar in nature and made by:</p> <ul style="list-style-type: none"> • Vendors (“robo” calls); or • Paid individuals other than the candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • Must identify the candidate’s committee that authorized or paid for the call or an organization authorizing the call that files campaign reports. • Must state that the call is “paid for by” or “authorized by” the identified candidate or organization. <ul style="list-style-type: none"> ○ <i>Examples: This call was paid for by Senator Jones;</i> <i>This call was authorized by [name of committee].</i> • Any time during the call. • No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers.
<p>Radio and television ads</p>	<ul style="list-style-type: none"> • Radio: “Ad paid for by” followed by name of committee as it appears on most recent Form 410 at the beginning or end of advertisement read in a clearly spoken manner with pitch and tone substantially similar to the rest of advertisement. • Television: “Ad paid for by” followed by name of committee as it appears on most recent Form 410 shown for at least four seconds. Letters must be in a type size greater than or equal to four percent of the height of the screen. If the television ad is shorter than the required disclosure display time, the disclosure may be displayed for the length of the advertisement.

Candidate Committee Communications for their own Election

Communication	Disclosure and Manner of Display
<p>Electronic media ads (non-social media) (Websites, blogs, graphics, images, animated graphics, or animated images.)</p> <p>Social media ads</p>	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required. • “Ad paid for by,” disclosure in a contrasting color that is easily readable by the average viewer and in no less than 10-point font on the cover or header photo of the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment. • The disclosures must be visible on the cover or header photo when the profile, landing page, or similar location is viewed from any electronic device that is commonly used to view this form of electronic media including, but not limited to, a computer screen, laptop, tablet or smart phone. If this is impracticable only a hyperlink, icon, button, or tab to an internet website containing the required “Ad paid for by,” disclosure is permissible. • Not required when the only expense or cost of the communication is compensated staff time unless the social media account was created only for the purpose of ads under the Act.
<p>Billboards, signs (including yard signs), faxes, business cards, door hangers, flyers, and posters</p>	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required.

Candidate Committee Communications for their own Election

Communication	Disclosure and Manner of Display
<p>Text messages sent using mass distribution technology</p>	<ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the candidate followed by “For” followed by the name of the office sought. • If “With” is used: <ul style="list-style-type: none"> • The individual sending the text shall identify themselves by including: “(name of the individual) with (name of the candidate) for (name of elective office).” • A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. • For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required on the first text message in the sequence that supports or opposes a candidate or measure. • Text required to be included in a text message must be in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer.

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control. Communications made by a candidate to support or oppose a ballot measure or other candidates are not addressed in this chart.

References: [Government Code Sections](#): 82041.5, 84305, 84310, 84502, 84504.2, 84504.3, 84504.4
[Title 2 Regulations](#): 18435, 18450.4, 18440

Political Advertising Disclosures

2. Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
<p>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads and oversized campaign buttons and bumper stickers (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) (Note: a printed letter ad may use “Paid for by” instead of “Ad paid for by”) followed by: • “Committee major funding from [names of top three contributors of \$50,000 or more]” each listed on a separate horizontal line, in descending order, beginning with the largest contributor (<i>This disclosure is not applicable to non-recipient committees</i>). <ul style="list-style-type: none"> ○ Newspaper, magazine or other print advertisements that are 20 square inches or less must only disclose the single top contributor of \$50,000 or more. • Below the top contributor information (if any), a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. • “Funding Details at www.fppc.ca.gov” must be shown underlined on a separate line at the bottom of the disclosure area for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223). • Disclosure Format: All text must be in Arial equivalent font, in at least 10-point size, in a contrasting color, centered horizontally and, except for the names of top contributors, underlined. The names of top contributors may not be underlined and the text may not be condensed. If there are no top contributors, the “Ad paid for by” need not be underlined. All text must appear in a printed or drawn box with a solid white background at the bottom of at least one page and set apart from other printed matter. <ul style="list-style-type: none"> ○ “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.

Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
<p>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by: • “Committee major funding from [names of top three contributors of \$50,000 or more]” Top contributors must be displayed either on: (1) separate horizontal lines, centered horizontally or (2) adjusted so it does not appear on separate horizontal lines with top contributors separated by commas (<i>not applicable to non-recipient committees</i>). • Below the top contributor information (if any), a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. • Disclosure Format: All text must be in contrasting color and in Arial equivalent font. The font must be a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, in a printed or drawn box with a solid white background on the bottom of the advertisement that is set apart from any other printed matter and shall not be condensed to be narrower than a normal non-condensed Arial equivalent type. The text in the disclosure area may be adjusted so it does not appear on separate lines, but top contributors’ names must be separated by commas. <ul style="list-style-type: none"> ○ The “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.

Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
<p>Radio ads, telephone calls and audio only electronic media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461). • “Committee major funding from [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>). • A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. • Disclosure Format: Must be spoken clearly for at least three seconds at the beginning or end of the ad or call, in a pitch and tone substantially similar to the rest of the advertisement. <ul style="list-style-type: none"> ○ Radio and prerecorded telephone ads must disclose only the top two contributors of \$50,000 or more unless the ad lasts 15 seconds or less or the disclosure statement would last more than eight seconds, in which case only the single top contributor must be disclosed.
<p>Television and video ads (including those disseminated over the Internet)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461). • “Committee major funding from [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>). • A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. • Disclosure Format: All text must be centered horizontally in the disclosure area, in a contrasting color, in Arial equivalent type and, if there are top contributors, must be underlined except as specified below. <p style="margin-left: 20px;">The size for the smallest letters must be four percent of the height of the display screen and must be displayed at the beginning or end of the ad for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast longer than 30 seconds. If a video is distributed as an electronic media advertisement and is longer than 30 seconds, the disclosures must be displayed at the beginning of the advertisement. If the television or video ad is shorter than the</p>

Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
	<p>required disclosure display time, the disclosure may be displayed for the length of the advertisement.</p> <ul style="list-style-type: none"> • Disclosure must appear on a solid black background on the entire bottom one-third of the display screen, or bottom one-fourth if no top contributors. • Each top contributor must be disclosed on a separate horizontal line separate from other text, may not be underlined and may not be condensed or have the spacing between characters reduced to be narrower than a normal non-condensed Arial equivalent type, unless doing so is necessary to keep the name of a contributor from exceeding the width of the screen. • The “Not authorized by” disclosure must appear below all other text in no less than 2.5 percent of the height of the display screen. If this causes the disclosures to exceed one-third of the display screen then it may be printed immediately above the background with sufficient contrast that is easily readable and is not required to be underlined. • The “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.

Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
<p>Electronic media ads that are a graphic, image, animated graphic, or animated image that an online platform hosting the ad allows to link to an internet website not covered below (except video ads, see above)</p>	<ul style="list-style-type: none"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” text included or displayed as a hyperlink, icon, button or tab in a contrasting color and font size that is easily readable by the average viewer for the duration of the advertisement.* • Must link to a website containing the “Ad paid for by,” “Committee major funding from,” and “Not authorized by” disclosures in a contrasting color and in no less than 8-point font. • “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters. • An internet website that is hyperlinked to the ad shall remain online and available to the public until 30 days after the date of the election. <p>*This text is not required if including it in 8-point font would take up more than one-third of the graphic or image. In such circumstances the ad need only include a hyperlink to a website containing the website disclosures.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by,” “Committee major funding from,” and “Not authorized by” disclosures in a contrasting color that is easily readable by the average viewer and in no less than 10-point font on the cover or header photo of the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment. • The disclosures must be visible on the cover or header photo when the profile, landing page, or similar location is viewed from any electronic device that is commonly used to view this form of electronic media including, but not limited to, a computer screen, laptop, tablet or smart phone. If this is impracticable only a hyperlink, icon, button, or tab to an internet website containing the required “Ad paid for by,” “Committee major funding from,” and “Not authorized by” disclosures is permissible. • “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters. • Not required when the only expense or cost of the communication is compensated staff time unless the social media account was created only for the purpose of ads under the Act.

Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the committee, or followed by a hyperlink or URL for an internet website containing the following disclosures: <ul style="list-style-type: none"> • “Paid for by” or “With” [committee’s name] (on file with Form 410 or 461). • “Committee major funding from [names of top three contributors of \$50,000 or more]” (<i>not applicable to non-recipient committees</i>). • A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. • The text of the disclosures on the internet website shall be in a color that reasonably contrasts with the background on which it appears and in no less than 8-point font. • If “With” is used: <ul style="list-style-type: none"> • The individual sending the text shall identify themselves by including: “(name of the individual) with (name of committee or hyperlink or URL).” • A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. • Top Contributors: A committee that has top contributors must comply with the following: <ul style="list-style-type: none"> ○ Immediately following the name of the committee or the hyperlink or URL, the text message shall also include the text “Top funders:” followed by the names of the top two contributors of \$50,000 or more to the committee paying for the advertisement, separated by “&” or “and”. ○ The names of the top two contributors may be spelled using acronyms, abbreviations, or other shorthand in common usage or parlance. If the contributor is an individual their first and last name shall both be used.

Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
	<ul style="list-style-type: none"> ○ If the disclosure would exceed 35 characters, the text should disclose only the single top contributor of \$50,000 or more to the committee paying for the advertisement. ○ The text message is not required to include the name of a top contributor after the text “Top funders:” If the text message includes the name of the committee paying for the advertisement and the committee’s name includes the name of that top contributor. ○ The text shall be in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. ○ For a committee that has top contributors and uses individuals who are unpaid volunteers to send text messages with the assistance of mass distribution technology, the text message sent by these individuals are not required to disclose the top two contributors, but the text message shall include a disclosure stating that the text message is being sent by a volunteer. <ul style="list-style-type: none"> ● An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election. ● For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required on the first text message in the sequence that supports or opposes a candidate or measure. <p>Text required to be included in a text message must be in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer.</p>

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control.

References: [Government Code Sections](#): 84502, 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.7, 84506.5
[Title 2 Regulations](#): 18450.4

Political Advertising Disclosures

4. Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclosure and Manner of Display
<p>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads and oversized campaign buttons and bumper stickers (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410) (Note: a printed letter ad may use “Paid for by” instead of “Ad paid for by”). • Disclosure Format: Text must be in no less than 10-point font and in a color that has a reasonable degree of contrast with the background of the advertisement.
<p>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</p>	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410). • Disclosure Format: Text must constitute a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, and must appear in a color that has a reasonable degree of contrast with the background.
<p>Radio ads, telephone calls and audio only electronic media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410). • Disclosure Format: Must be spoken clearly for at least three seconds at the beginning or end of the ad or call, in a pitch and tone substantially similar to the rest of the advertisement.
<p>Television and video ads (including those disseminated over the Internet)</p>	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410). • Disclosure Format: Text must be of sufficient size to be legible to an average viewer, in a contrasting color to the background and must appear for at least four seconds at either the beginning or end of the advertisement. If the television or video ad is shorter than the required disclosure display time, the disclosure may be displayed for the length of the advertisement. <ul style="list-style-type: none"> ○ Disclosure must also be spoken during the ad if the written disclosure appears for less than five seconds of a broadcast 30 seconds or less or for at least 10 seconds of a broadcast that lasts longer than 30 seconds.

Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclosure and Manner of Display
<p>Electronic media ads that are a graphic, image, animated graphic, or animated image that the online platform hosting the advertisement allows to link to an internet website not covered below (except for video ads, see above)</p>	<ul style="list-style-type: none"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” text included or displayed as a hyperlink, icon, button or tab in a contrasting color and font size that is easily readable by the average viewer for the duration of the advertisement.* <ul style="list-style-type: none"> ○ Must link to a website containing the “Ad paid for by” disclosure in a contrasting color and in no less than 8-point font. ○ An internet website that is hyperlinked to the ad shall remain online and available to the public until 30 days after the date of the election. <p>*This text is not required if including it in 8-point font would take up more than one-third of the graphic or image. In such circumstances the ad need only include a hyperlink to a website containing the website disclosures.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by” disclosure in a contrasting color that is easily readable by the average viewer and in no less than 10-point font on the cover or header photo of the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment. • The disclosure must be visible on the cover or header photo when the profile, landing page, or similar location is viewed from any electronic device that is commonly used to view this form of electronic media including, but not limited to, a computer screen, laptop, tablet or smart phone. If this is impracticable only a hyperlink, icon, button, or tab to an internet website containing the “Ad paid for by” disclosure is permissible. • Not required when the only expense or cost of the communication is compensated staff time unless the social media account was created only for the purpose of advertisements under the Act.

Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclosure and Manner of Display
<p>Website and email</p> <p>Electronic media ads that are audio only</p>	<ul style="list-style-type: none"> • “Paid for by” [committee’s name] (on file with Form 410) printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email and every publicly accessible page of the website. • See disclosure requirements for radio ads above.
<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual’s appearance in a ballot measure ad</p> <p>Paid Spokesperson: Payment of <i>any amount</i> to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer)</p> <p><u>Exception:</u> If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclosure. The committee must maintain documentation of the individual’s license or certification.</p>	<ul style="list-style-type: none"> • In addition to other disclosures, include: “(spokesperson’s name) is being paid by this campaign or its donors”. • Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown. • Radio broadcast or phone message: spoken in clearly audible format. • In addition to the disclosure above, include: “Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations”. • Printed or televised ad: shown continuously in highly visible font. • Radio broadcast or phone message: spoken in clearly audible format.

Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<p>If sent by a candidate-controlled committee for elective office of the controlling candidate:</p> <ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the candidate followed by “For” followed by the name of the office sought in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. • If “With” is used: <ul style="list-style-type: none"> • The individual sending the text shall identify themselves by including: “(name of the individual) with (name of the candidate) for (name of office sought)” in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. • A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. <p>If sent by a political party committee:</p> <ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the committee, or a hyperlink or URL for an internet website (in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer) containing the following disclosures: <ul style="list-style-type: none"> • “Paid for by” or “With” [committee’s name]” (on file with Form 410 or 461). • The text of the disclosures on the internet website shall be in a color that reasonably contrasts with the background on which it appears and in no less than 8-point font.

Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclosure and Manner of Display
	<ul style="list-style-type: none"> • If “With” is used: <ul style="list-style-type: none"> • The individual sending the text shall identify themselves by including: “(name of the individual) with (name of committee or hyperlink or URL)” in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. • A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. • An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election. • The text of the disclosures on the internet website shall be in a color that reasonably contrasts with the background on which it appears and in no less than eight-point font. • For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required on the first text message in the sequence that supports or opposes a candidate or measure.

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control.

References: [Government Code Sections](#): 84502, 84504.3, 84504.5, 84504.7, 84511 [Title 2 Regulations](#): 18450.4

Political Advertising Disclaimers

5. Independent Expenditure Ads on Candidates by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
<p>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads, and oversized campaign buttons and bumper stickers (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> • “Paid for by [committee’s name]” (on file with Form 410) • “This advertisement was not authorized by a candidate or a committee controlled by a candidate” or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” • Disclaimer Format: Text must be in no less than 10-point font and in a color that has a reasonable degree of contrast with the background of the advertisement <ul style="list-style-type: none"> ○ “Not authorized by” disclaimer may not appear in all capital letters
<p>Billboards and signs (including yard signs)</p>	<ul style="list-style-type: none"> • “Paid for by [committee’s name]” (on file with Form 410) • “This advertisement was not authorized by a candidate or a committee controlled by a candidate” or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” • Disclaimer Format: Text must constitute at least five percent of the total height of the advertisement and must be in a color that has a reasonable degree of contrast with the background of the advertisement <ul style="list-style-type: none"> ○ “Not authorized by” disclaimer may not appear in all capital letters

Independent Expenditure Ads on Candidates by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
Radio ads, telephone calls and audio only electronic media ads	<ul style="list-style-type: none"> • “Paid for by” [committee’s name] (on file with Form 410) • “This advertisement was not authorized by a candidate or a committee controlled by a candidate” or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” • Disclaimer Format: Must be spoken clearly for at least three seconds at the beginning or end of the ad or call, in a pitch and tone substantially similar to the rest of the advertisement
Television and video ads (including those disseminated over the Internet)	<ul style="list-style-type: none"> • “Paid for by” [committee’s name] (on file with Form 410) • “This advertisement was not authorized by a candidate or a committee controlled by a candidate” or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” • Disclaimer Format: Text must be of sufficient size to be legible to an average viewer, in a contrasting color to the background and must appear for at least four seconds at either the beginning or end of the advertisement <ul style="list-style-type: none"> ○ “Not authorized by” disclaimer may not appear in all capital letters ○ Disclaimer must also be spoken during the ad if the written disclaimer appears for less than five seconds of a broadcast 30 seconds or less or for less than ten seconds of a broadcast of 60 seconds or more

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control.

References: [Government Code Sections](#): 84504.3, 84504.5, 84506.5