By the Committee on Ethics and Elections; and Senator Sebesta

313-2001-03

1 A bill to be entitled 2 An act relating to political advertisements; amending s. 106.143; changing the requirements 3 4 for sponsorship disclaimers on candidate 5 advertisements; providing an effective date. 6 7 Be It Enacted by the Legislature of the State of Florida: 8 9 Section 1. Subsection (1) of section 106.143, Florida Statutes, is amended to read: 10 106.143 Political advertisements circulated prior to 11 12 election; requirements. --(1)(a) Any political advertisement that is paid for by 13 a candidate and that is published, displayed, or circulated 14 prior to, or on the day of, any election must 15 state: "Political advertisement paid for and approved by ... 16 17 (name of candidate) ..., ...(party affiliation) ..., for ... (office sought)" 18 19 (b) Any other political advertisement and any campaign 20 literature published, displayed, or circulated prior to, or on 21 the day of, any election must shall: 22 1.(a) Be marked "paid political advertisement" or with 23 the abbreviation "pd. pol. adv." 24 2.(b) Identify the persons or organizations sponsoring 25 the advertisement. 26 3.a.(I)(c)1. a. State whether the advertisement and the cost of production is paid for or provided in kind by or 27 28 at the expense of the entity publishing, displaying, broadcasting, or circulating the political advertisement; or 29 30 31

1	(II) b. State who provided or paid for the
2	advertisement and cost of production, if different from the
3	source of sponsorship.
4	$\underline{\text{b.2}}$. This paragraph $\underline{\text{does}}$ $\underline{\text{shall}}$ not apply if the source
5	of the sponsorship is patently clear from the content or
6	format of the political advertisement or campaign literature.
7	$\underline{(c)}$ This subsection does not apply to campaign
8	messages used by a candidate and the candidate's supporters if
9	those messages are designed to be worn by a person.
10	Section 2. This act shall take effect July 1, 2003.
11	
12	STATEMENT OF SUBSTANTIAL CHANGES CONTAINED IN COMMITTEE SUBSTITUTE FOR
13	Senate Bill 2130
14	
15	The committee substitute differs from the original bill in that it: makes a single technical change (adds a missing
16	quotation mark(")).
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	