

By Senator Sebesta

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A bill to be entitled

An act relating to political advertisements;
amending s. 106.143; changing the requirements
for sponsorship disclaimers on candidate
advertisements; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsection (1) of section 106.143, Florida
Statutes, is amended to read:

106.143 Political advertisements circulated prior to
election; requirements.--

(1)(a) Any political advertisement that is paid for by
a candidate and that is published, displayed, or circulated
prior to, or on the day of, any election must
state: "Political advertisement paid for and approved by ...
(name of candidate) ..., ...(party affiliation) ..., for ...
(office sought)

(b) Any other political advertisement ~~and any campaign
literature~~ published, displayed, or circulated prior to, or on
the day of, any election must ~~shall~~:

1.(a) Be marked "paid political advertisement" or with
the abbreviation "pd. pol. adv."

2.(b) Identify the persons or organizations sponsoring
the advertisement.

3.a.(1)(c)1.a. State whether the advertisement and
the cost of production is paid for or provided in kind by or
at the expense of the entity publishing, displaying,
broadcasting, or circulating the political advertisement; or

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 b.2. This paragraph does ~~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 (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.

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13 SENATE SUMMARY

14 Revises the requirements for sponsorship disclaimers on
15 candidate advertisements.