

1 A bill to be entitled
 2 An act relating to political advertisements; requiring the
 3 Division of Elections of the Department of State to create
 4 and maintain the "Florida Campaign Sunshine" website;
 5 providing for certain links to the website; requiring that
 6 all contents of the website be made available to the
 7 public; defining the term "political advertisement";
 8 requiring the division to grant certain candidates access
 9 to the website; requiring certain persons to submit a copy
 10 of political advertisements to the division; providing
 11 deadlines; requiring persons responsible for the creation
 12 or publication of a negative political advertisement to
 13 submit certain materials and information to the division;
 14 requiring the division to post all advertisements on the
 15 website within a specified time; requiring certain persons
 16 to submit specified information relating to the person or
 17 organization paying for a political advertisement;
 18 requiring a link on the website to information regarding
 19 campaign finance for the person paying for each
 20 advertisement; providing an effective date.

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

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 24 Section 1. Florida Campaign Sunshine website.--
 25 (1) As used in this section, the term "political
 26 advertisement" has the same meaning as in s. 106.011, Florida
 27 Statutes.
 28 (2) The Division of Elections of the Department of State

29 shall create and maintain a website known as "Florida Campaign
30 Sunshine," a link to which shall be placed on both the
31 department's and the division's respective homepages using a
32 clearly marked and conspicuous hyperlink containing the words
33 "Florida Campaign Sunshine." The website and all of its contents
34 shall be made available for viewing by the public.

35 (3) The division shall issue each candidate running for
36 any elected office and any person or organization responsible
37 for the creation or publication of any political advertisement a
38 unique username and password that will provide the candidate or
39 organization with private access to the website.

40 (4) Any person or organization responsible for the
41 creation or publication of any political advertisement must
42 submit to the division a copy of the advertisement, in the form
43 in which such advertisement will appear, no less than 3 days
44 before such advertisement is used. During the final week of a
45 campaign, the division must receive a copy of an advertisement
46 not less than 24 hours before such advertisement is used.

47 (5) Any person or organization responsible for the
48 creation or publication of a negative political advertisement
49 against any candidate must also submit to the division a
50 complete copy of any documents or other materials referenced,
51 used, or footnoted in the advertisement, along with a statement
52 of the source of each document or other material, not less than
53 3 days before such advertisement is used, and, during the final
54 week of a campaign, not less than 24 hours before the
55 corresponding advertisement is used.

56 (6) The division shall post all political advertisements

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57 on the Florida Campaign Sunshine website within 24 hours after
58 the division's receipt thereof.

59 (7) At the time of the submission of an advertisement to
60 the division, the person or organization responsible for the
61 creation or publication of such advertisement must include the
62 name of the person or organization paying for the advertisement,
63 as well as that person or organization's contact information.
64 The division shall include a link on the Florida Campaign
65 Sunshine website to the appropriate section of the department's
66 website regarding campaign finance for the person or
67 organization paying for each advertisement.

68 Section 2. This act shall take effect July 1, 2007.