

Bill No. SB 2648

Barcode 905620

CHAMBER ACTION

Senate

House

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The Committee on Ethics and Elections (Justice) recommended  
the following amendment:

**Senate Amendment (with title amendment)**

Delete everything after the enacting clause

and insert:

Section 1. Section 106.142, Florida Statutes, is  
created to read:

106.142 Florida Campaign Sunshine website.--

(1) As used in this section, the term "targeted  
political advertisement" has the same meaning as provided in  
s. 106.011(17), provided that:

(a) For political advertisements referring to or  
depicting a clearly identified candidate for office, the  
advertisement is directed to the relevant electorate. A  
political advertisement is directed to the relevant electorate  
if the candidate would represent 1,000 or more persons in the  
geographic area of the advertisement.

(b) For political advertisements containing a clear  
reference indicating that an issue is to be voted on at an

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1 election, the advertisement is published after the issue is  
2 designated a ballot position or 120 days before the date of  
3 the election on the issue, whichever occurs first.

4 (2) The division shall create and maintain a website  
5 known as "Florida Campaign Sunshine," a link to which shall be  
6 placed on the division's homepage using a clearly marked and  
7 conspicuous hyperlink containing the words "Florida Campaign  
8 Sunshine." The website and all of its contents shall be made  
9 available for viewing by the public.

10 (3) Each candidate, electioneering communication  
11 organization, or other person responsible for creating or  
12 publishing any targeted political advertisement or  
13 electioneering communication relating to a candidate who  
14 qualifies with the division or an issue to be voted upon a  
15 statewide or multicounty basis must submit to the division a  
16 copy of the targeted political advertisement or electioneering  
17 communication, in the form in which the advertisement will  
18 appear, no less than 3 days after the advertisement is used.  
19 During the final week of a campaign, the division must receive  
20 a copy of an advertisement not less than 24 hours after the  
21 advertisement is used.

22 (4) Each candidate, electioneering communication  
23 organization, or other person responsible for creating or  
24 publishing a targeted political advertisement or  
25 electioneering communication must also submit to the division  
26 a complete copy of any documentation or other materials  
27 referenced, used, or footnoted in the advertisement, along  
28 with a statement of the source of each document or other  
29 material, not less than 3 days after the advertisement is used  
30 and, during the final week of a campaign, not less than 24  
31 hours after the corresponding advertisement is used.

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1       (5) The division shall post all targeted political  
 2 advertisements, electioneering communications and other  
 3 materials required to be filed on the Florida Campaign  
 4 Sunshine website within 24 hours after the division receives  
 5 the documents.

6       (6) At the time of the submission of a targeted  
 7 political advertisement or electioneering communication to the  
 8 division, the candidate, electioneering communication  
 9 organization, or other person responsible for the creation or  
 10 publication of such advertisement must include the name of the  
 11 person or organization paying for the advertisement, as well  
 12 as that person's or organization's contact information. The  
 13 division shall include a link on the Florida Campaign Sunshine  
 14 website to the appropriate section of the department's website  
 15 regarding campaign finance for the person or organization  
 16 paying for each advertisement.

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

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20 ===== T I T L E   A M E N D M E N T =====

21 And the title is amended as follows:

22           Delete everything before the enacting clause

23  
24 and insert:

25                           A bill to be entitled

26           An act relating to political advertisements;  
 27           creating s. 106.142, F.S.; creating the Florida  
 28           Campaign Sunshine website; defining the term  
 29           "targeted political advertisement"; requiring  
 30           any person or organization responsible for  
 31           creating or publishing a targeted political

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1 advertisement to submit a copy of the  
2 advertisement and certain specified materials  
3 and information to the Division of Elections;  
4 providing a separate deadline for  
5 advertisements published during the final week  
6 of a campaign; requiring the division to post  
7 all advertisements on the website within a  
8 specified period; requiring that the name and  
9 contact information of the person or  
10 organization paying for a political  
11 advertisement be submitted with the  
12 advertisement; requiring the division to  
13 include a link on the website to the  
14 appropriate section of the department's  
15 homepage regarding campaign finance for the  
16 person paying for each advertisement; providing  
17 an effective date.

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