

By Senator Deutch

30-903A-07

1 A bill to be entitled
2 An act relating to political advertisements;
3 providing for the creation of the "Florida
4 Campaign Sunshine" website; requiring that a
5 link to the website be placed on the homepages
6 of the Department of State and the Division of
7 Elections; requiring that all contents of the
8 website be made available to the public;
9 defining the term "political advertisement";
10 requiring any person or organization
11 responsible for the creation or publication of
12 any political advertisement to submit a copy of
13 the advertisement to the division; providing a
14 separate deadline for advertisements published
15 during the final week of a campaign; requiring
16 any person or organization responsible for the
17 creation or publication of a political
18 advertisement to submit certain materials and
19 information to the division; providing a
20 separate deadline for advertisements published
21 during the final week of a campaign; requiring
22 the division to post all advertisements on the
23 website within 24 hours after receipt thereof;
24 requiring that the name and contact information
25 of the person or organization paying for a
26 political advertisement be submitted at the
27 same time as a copy of the advertisement;
28 requiring the division to include a link on the
29 website to the appropriate section of the
30 department's homepage regarding campaign
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1 finance for the person paying for each
2 advertisement; providing an effective date.

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

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6 Section 1. Florida Campaign Sunshine website.--

7 (1) As used in this section, the term "political
8 advertisement" has the same meaning as in s. 106.011, Florida
9 Statutes.

10 (2) The Division of Elections of the Department of
11 State shall create and maintain a website known as "Florida
12 Campaign Sunshine," a link to which shall be placed on the
13 department's and the division's respective homepages using a
14 clearly marked and conspicuous hyperlink containing the words
15 "Florida Campaign Sunshine." The website and all of its
16 contents shall be made available for viewing by the public.

17 (3) Any person or organization responsible for the
18 creation or publication of any political advertisement must
19 submit to the division a copy of the advertisement, in the
20 form in which such advertisement will appear, no less than 3
21 days after such advertisement is used. During the final week
22 of a campaign, the division must receive a copy of an
23 advertisement not less than 24 hours after such advertisement
24 is used.

25 (4) Any person or organization responsible for the
26 creation or publication of a political advertisement must also
27 submit to the division a complete copy of any documents or
28 other materials referenced, used, or footnoted in the
29 advertisement, along with a statement of the source of each
30 document or other material, not less than 3 days after such
31 advertisement is used and, during the final week of a

1 campaign, not less than 24 hours after the corresponding
2 advertisement is used.

3 (5) The division shall post all political
4 advertisements and other materials required to be filed under
5 this section on the Florida Campaign Sunshine website within
6 24 hours after the division's receipt thereof.

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

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

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19 SENATE SUMMARY

20 Provides for the creation of the "Florida Campaign
21 Sunshine" website. Requires that a link to the website be
22 placed on the homepages of the Department of State and
23 the Division of Elections. Provides that all contents of
24 the website be made available to the public. Requires any
25 person or organization responsible for the creation or
26 publication of any political advertisement to submit a
27 copy of the advertisement to the division. Provides a
28 separate deadline for advertisements published during the
29 final week of a campaign. Requires any person or
30 organization responsible for the creation or publication
31 of a political advertisement to submit certain materials
and information to the division. Provides a separate
deadline for advertisements published during the final
week of a campaign. Requires the division to post all
advertisements on the website within 24 hours after
receipt thereof. Requires that the name and contact
information of the person or organization paying for a
political advertisement be submitted at the same time as
a copy of the advertisement. Requires the division to
include a link on the website to the appropriate section
of the department's homepage regarding campaign finance
for the person paying for each advertisement.