

By Senator Deutch

30-00604-08

20081244\_\_

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 requiring certain links to the website; requiring that all  
6 contents of the website be made available to the public;  
7 defining the term "political advertisement"; requiring any  
8 person or organization responsible for the creation or  
9 publication of any political advertisement to submit a  
10 copy of the advertisement to the division; providing a  
11 separate deadline for advertisements published during the  
12 final week of a campaign; requiring any person or  
13 organization responsible for the creation or publication  
14 of a political advertisement to submit certain materials  
15 and information to the division; providing a separate  
16 deadline for advertisements published during the final  
17 week of a campaign; requiring the division to post all  
18 advertisements on the website within 24 hours after  
19 receipt; requiring that the name and contact information  
20 of the person or organization paying for a political  
21 advertisement be submitted at the same time as a copy of  
22 the advertisement; requiring the division to include a  
23 link on the website to the appropriate section of the  
24 department's homepage regarding campaign finance for the  
25 person paying for each advertisement; providing an  
26 effective date.

27  
28 Be It Enacted by the Legislature of the State of Florida:  
29

30-00604-08

20081244\_\_

30           Section 1. Florida Campaign Sunshine website.--

31           (1) As used in this section, the term "political  
32 advertisement" has the same meaning as in s. 106.011, Florida  
33 Statutes.

34           (2) The Division of Elections of the Department of State  
35 shall create and maintain a website known as "Florida Campaign  
36 Sunshine," a link to which shall be placed on the department's  
37 and the division's respective homepages using a clearly marked  
38 and conspicuous hyperlink containing the words "Florida Campaign  
39 Sunshine." The website and all of its contents shall be made  
40 available for viewing by the public.

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

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

56           (5) The division shall post all political advertisements  
57 and other materials required to be filed under this section on  
58 the Florida Campaign Sunshine website within 24 hours after the

30-00604-08

20081244\_\_

59 division's receipt thereof.

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

69 Section 2. This act shall take effect July 1, 2008.