

HB 67

2010

1 A bill to be entitled
 2 An act relating to political advertisements; amending s.
 3 106.143, F.S.; providing that certain links on Internet
 4 web pages are exempt from disclosure requirements
 5 applicable to political advertisements; providing an
 6 effective date.

7
 8 Be It Enacted by the Legislature of the State of Florida:

9
 10 Section 1. Subsection (1) of section 106.143, Florida
 11 Statutes, is amended to read:

12 106.143 Political advertisements circulated prior to
 13 election; requirements.--

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

19 (b) Any other political advertisement published,
 20 displayed, or circulated prior to, or on the day of, any
 21 election must prominently:

22 1. Be marked "paid political advertisement" or with the
 23 abbreviation "pd. pol. adv."

24 2. State the name and address of the persons sponsoring
 25 the advertisement.

26 3.a.(I) State whether the advertisement and the cost of
 27 production is paid for or provided in kind by or at the expense

HB 67

2010

28 | of the entity publishing, displaying, broadcasting, or
29 | circulating the political advertisement; or

30 | (II) State who provided or paid for the advertisement and
31 | cost of production, if different from the source of sponsorship.

32 | b. This subparagraph does not apply if the source of the
33 | sponsorship is patently clear from the content or format of the
34 | political advertisement.

35 | (c) Any political advertisement made pursuant to s.
36 | 106.021(3)(d) must be marked "paid political advertisement" or
37 | with the abbreviation "pd. pol. adv." and must prominently
38 | state, "Paid for and sponsored by (name of person paying for
39 | political advertisement) . Approved by (names of persons,
40 | party affiliation, and offices sought in the political
41 | advertisement) ."

42 |
43 | This subsection does not apply to campaign messages used by a
44 | candidate and the candidate's supporters if those messages are
45 | designed to be worn by a person or to a link on an Internet web
46 | page, regardless of the source of that link and the manner of
47 | its display, which directs the user to another Internet web page
48 | that provides a political advertisement.

49 | Section 2. This act shall take effect July 1, 2010.