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JOHN ST. CROIX
EXECUTIVE DIRECTOR

Date: February 19, 2015

To: Members, Ethics Commission

From: John St. Croix, Executive Director
By: Jesse Mainardi, Deputy Executive Director

Re: Amendment Correction for the Campaign Finance Reform Ordinance

At its last meeting, the Commission approved a number of changes to San Francisco's Campaign Finance Reform Ordinance ("CFRO"). Among other things, the changes standardized the disclaimer requirements for independent expenditures and electioneering communications that reference candidates for City office.¹

These disclaimer requirements (e.g., "Paid for by . . .") apply to a number of different media, including mailers, TV, websites, etc. For example, the approved changes state that the disclaimer language required on smaller written communications that are *independent expenditures* must be printed in at least 12-point font.

However, staff has discovered that the approved changes erroneously omitted language imposing similar requirements for smaller written communications that are *electioneering communications*.

Thus, staff proposes that the Commission correct this omission by approving updated language for Campaign and Governmental Conduct Code section 1.162(a)(3), which concerns electioneering communication, so that it reads (additions in bold):

(3) Notwithstanding subsection (a)(2), any disclaimer required by this Section to appear on a mass mailing, **door hanger, flyer, poster, oversized campaign button or bumper sticker, or print advertisement** shall be printed in at least 12-point font.

Staff understands that making this correction at the Commission's February meeting will not delay consideration of the already approved CFRO amendments by the Board of Supervisors.

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¹ An independent expenditure is a communication that clearly advocates for or against a given City candidate. An electioneering communication is a communication referencing a City candidate which is distributed to 500 or more individuals within 90 days of an election.