

11 January 2018

Dear Commissioners

This comment letter sets out y concerns with certain flaws I have identified with the new regulations under AB249 implemented on January 1st 2018, which is agenda item number 24 of this meeting, January 18th 2018.

My concern is with section 84504.3 of AB249, for electronic media (including twitter), the cited changes on the FPPC's "[Advertising Disclosure Comparison Chart](#)"

- *Disclaimer must include the statement **"Who funded this ad?"** that is a **hyperlink** to a disclaimer website containing:*
- *o **"Paid for by"** disclaimer o **"Committee major funding from [top three \$50k+ contributors]"***
- *• **Hyperlink** must be in a contrasting color and a font size easily readable by the average viewer "*

The exception to this mandate is:

- *Exceptions – The disclaimers are not required when ads made via social media for which the only expense of the communication is compensated staff time **unless the account where the content is posted was created only for the purpose of ads under the Act***

As you can see from the "Exceptions" statement above, this means that campaign social media accounts created specifically for a ballot initiative or campaign must adhere to the aforementioned disclaimer **"who funded this ad?"** with a hyperlink to the disclaimer website. However, this action is impossible on Twitter, and possibly other social media platforms, as Twitter does not support "anchor text", which is the ability to hyperlink general language. Therefore it is impossible for campaign twitter accounts to tweet without writing out **"who funded this ad?"** with the web address of the disclaimer page following it. Given Twitter's limited character count, this all but inhibits independent campaign Twitter accounts from tweeting.

I suggest amending the language by extending the exception for ads made via social media for which the only expense of the communication is compensated staff time to accounts where the content is posted solely for the purpose of ads under the Act.

Yours sincerely,

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Water Supply and Water Quality Act of 2018