

1 Amend 2 Cal. Code Regs., Section 18450.1 to read:

2 **§ 18450.1. Definitions. Advertisement Disclosure.**

3 (a) Definition of Advertisement. An advertisement as defined in Section 84501 includes  
4 but is not limited to the following:

5 (1) A communication broadcast by television or radio, or disseminated by print media;

6 (2) An electronic media communication including a logo, icon, writing, image, recording,  
7 video, or other data posted, broadcast, or displayed electronically. This includes, but is not  
8 limited to advertisements in electronic messages, electronic message attachments, text messages,  
9 or advertisements that appear on Internet websites or webpages, social media, blogs, or other  
10 generally accessible electronic communication systems.

11 (b) Burden of Proof. Electronic Media. A committee that claims the inclusion of a  
12 required disclosure in an electronic media communication is impracticable or would severely  
13 interfere with the committee's ability to convey the intended message under Section  
14 84501(a)(2)(E) has the burden of establishing that this exception has been met.

15 (c) Aggregation of Contributions. The aggregation rules of Regulation 18215.1 shall  
16 apply in determining when a contributor has reached the \$50,000 disclosure threshold of  
17 Sections 84501, 84504, 84504.2.

18 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502,  
19 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.4, 84504.5, 84505, 84509, 84510 and 84511,  
20 Government Code.