

Item #1 – Public Comment

During this comment period, any person is invited to speak on any topic that is not listed on this agenda. Action may not be taken on any matter raised during this public comment period until the matter is specifically listed on a future agenda. Those who wish to comment on an item that has been listed on this agenda may comment when that item has been opened for consideration by the Task Force and before any action is taken.

Comment Letter – Daniel Newman and Ann Ravel, MapLight

Comment Letter – Brendan Fischer and Austin Graham, Campaign Legal Center

2. **Max Slavkin** says:

May 29, 2020 at 2:21 pm

Hello,

I run a small e-commerce business that sells politically themed merch. Two concerns as a small business. 1) The notion of an archive/database, while it makes sense for media like print ads or videos, does not make as much sense for digital ads. One “ad” we run on Facebook might actually be 10 different images, 10 different copy variations, all tested in different combinations, and changed regularly, over many weeks. If every variant needs to be submitted to a database, our small business alone would be submitting hundreds of ads every week which could be incredibly burdensome. 2) what is a “political” ad and who decides? For example we sell socks with famous women on them, and Facebook has deemed our socks featuring figures like Nancy Pelosi or Ruth Bader Ginsburg as “political” ads. Same with socks for historic figures like Maya Angelou or Harriet Tubman. Is that really what we mean when we legislate political ads?- Max Slavkin, CEO, Creative Action Network

1. **Ian Vandewalker, Brennan Center** says:

May 29, 2020 at 2:02 pm

The Brennan Center for Justice requests to comment orally during the meeting and as set out in a written comment emailed to Comm***t@fppc.ca.gov. We support a digital ad archive and offer recommendations on to structure one.