



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION
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FPPC AdWATCH invites public to keep an eye on campaign ads

The FPPC is providing the public a way to help make sure candidates and campaigns are providing proper disclosure on their political signs and other advertising. FPPC AdWATCH is a new tool on the FPPC website which provides a place where anyone can upload a picture of a campaign sign or a video of a campaign ad that they think may be questionable as to whether the ads contain the legally required disclosure.

“I’m extremely pleased to unveil this additional capability to help our Enforcement Division.” said FPPC Chair Alice Germond. “I’m always excited about creative ways for the public to be involved in the process of our democracy. This will help strengthen the integrity of the political process and to make sure there’s a level playing field for candidates and campaigns.”

One of the portals allows you to upload a picture of a campaign billboard or sign, either from a desktop or laptop or from their mobile device. The other portal accepts links to videos of campaign ads, whether on the Internet or television. The FPPC Enforcement Division will be able to view these ads quickly to determine if they contain the proper disclosure and take the appropriate action if they don’t. The portal allows the public the option to provide their name or to remain anonymous and report the ad without filing a complaint with the FPPC.

“The public deserves to know who’s paying for political advertising, and this will greatly help the Enforcement Division in our job of making sure the public is getting the correct information and that campaigns are following the law,” said FPPC Enforcement Chief Galena West.

This system is now active. Just go to the FPPC website (fppc.ca.gov) and you’ll find FPPC AdWATCH both on the home page and on the Enforcement tab (<http://adwatch.fppc.ca.gov>). Click there and you will be ready to put in your information.

The Fair Political Practices Commission (FPPC) is California’s governmental ethics and campaign disclosure agency.

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