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800 SOUTH VICTORIA AVENUE, VENTURA, CALIFORNIA 93009

September 15, 2015

Board of Supervisors
County of Ventura
800 S. Victoria Ave.
Ventura, CA 93009

SUBJECT: Adoption of a Position of Support for AB 990 and Direction to the CEO to Convey This Position to the State Legislature

RECOMMENDATION:

Adopt a legislative policy position of supporting AB 990 and direct the CEO to convey this position to the State legislature.

DISCUSSION:

Existing law requires that disclosures be printed on campaign materials for State offices indicating when a mailer or other advertisement has been paid for by an independent committee and disclosing the independent committee's largest donors. However, producers of such materials have gone to length to hide or obscure the required disclosures. AB 990 would make the required disclosures more obvious and legible.

AB 990 would require that the disclosures appear next to the recipients address, be printed in larger and legible font, and be printed in a contrasting box. These requirements would do much to assure that voters are aware of whether campaign materials are produced by the candidate or by an independent committee.

Cordially,

Steve Bennett
Supervisor, First District

Kathy I. Long
Supervisor, Third District

Attachment: AB990

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