

1 [Regulation of Mass Mailings.]

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3 **Ordinance amending Article I, Chapter 1 of the San Francisco Campaign and**
4 **Governmental Conduct Code by amending section 1.161 to require candidates who pay**
5 **for mass mailings to file, within five working days after the date of the mailing, an**
6 **itemized disclosure statement with the San Francisco Ethics Commission.**

7 Note: Additions are *single-underline italics Times New Roman*;
8 deletions are *strikethrough italics Times New Roman*.
9 Board amendment additions are double underlined.
Board amendment deletions are ~~strikethrough normal~~.

10 Be it ordained by the People of the City and County of San Francisco:

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12 Section 1. The San Francisco Campaign and Governmental Conduct Code is hereby
13 amended by amending Section 1.161, to read as follows:

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15 **Sec. 1.161. DISCLOSURE AND FILING REQUIREMENTS FOR MASS MAILINGS.**

16 **(a) DISCLOSURE.**

17 In addition to the requirements set forth in California Government Code Section 84305,
18 each mass mailing paid for by a candidate for City elective office shall include the following
19 statement in no less than 14-point type and in a color or print which contrasts with the
20 background so as to be easily legible: "paid for by ____ (insert candidate's name and street
21 address)." A post office box may be stated in lieu of a street address if the candidate's
22 address is a matter of public record with the San Francisco Ethics Commission.

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1 **(b) FILING.**

2 (1) Each candidate for City elective office who pays for a mass mailing shall, within five
3 working days after the date of the mailing, file an original or copy of the mailing with the San
4 Francisco Ethics Commission.

5 (2) Each candidate for City elective office who pays for a mass mailing shall, within five
6 ~~two~~ working days after the date of the mailing, file an itemized disclosure statement with the
7 San Francisco Ethics Commission for that mailing.

8 (3) Every original or copy filed pursuant to this subsection shall be clearly legible.

9 **(c) DEFINITIONS.**

10 (1) For the purposes of this section, "Itemized disclosure statement" shall mean a
11 detailed description of the separate costs associated with a mass mailing, including but not
12 limited to, photography, design, production, printing, distribution and postage. Each cost shall
13 be disclosed on a form promulgated by the San Francisco Ethics Commission in a manner
14 that demonstrates each separate charge or payment for each mass mailing.

15 (2) For the purposes of this section, "Mass mailing" shall be defined as set forth in the
16 California Political Reform Act (Government Code Sections 81000 et seq.), provided that the
17 mass mailing is paid for by a candidate for City elective office with funds raised for the
18 candidate's campaign, and that the mass mailing advocates for or against candidates for City
19 elective office.

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21 APPROVED AS TO FORM:
22 LOUISE H. RENNE, City Attorney

23 By: _____
24 CHAD A. JACOBS
25 Deputy City Attorney