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## SENATE COMMITTEE ON APPROPRIATIONS

Senator Anna Caballero, Chair  
2025 - 2026 Regular Session

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### AB 950 (Solache) - Political Reform Act of 1974: advertisements

**Version:** July 8, 2025

**Urgency:** No

**Hearing Date:** August 18, 2025

**Policy Vote:** E. & C.A. 5 - 0

**Mandate:** No

**Consultant:** Robert Ingenito

**Bill Summary:** AB 950 would make specified changes to disclosures required in campaign advertisements.

**Fiscal Impact:** The Fair Political Practices Commission (FPPC) indicates that it would incur first-year costs of \$205,000, and \$198,000 annually thereafter, to implement the provisions of the bill (General Fund).

**Background:** AB 249 (Mullin, 2017), commonly known as the “Disclose Act,” significantly changed the content and format of disclosure statements required on campaign advertisements, in order to make the disclosures more prominent. AB 249 also established new requirements to determine which contributors must be listed on campaign advertisements. Several other bills subsequently have modified the content and format of the required disclosure statements. Notably, AB 2188 (Mullin, 2018) required online platforms that sell political ads to make specified information about those political ads available to the public and made various changes to the format for disclosures required on electronic media ads. AB 201 (Cervantes, 2019) required a text message that supports or opposes a candidate or ballot measure to disclose the name of the candidate or committee that paid for the text message and, in certain circumstances, the top contributors to the committee.

The Disclose Act’s approach was also extended to apply to initiative, referendum, and recall petitions with the passage of SB 47 (Allen, 2019). Specifically, SB 47 required that an official top funders disclosure be made either on the petition itself or on a separate sheet that identifies the name of the committee and any qualifying top contributors.

Most recently, SB 1360 (Umberg, 2022) changed the text and formatting of required disclosures on petitions, electronic media, and video campaign advertisements. It also required the disclosure of top contributors funding the advertisements on electronic media advertisements.

**Proposed Law:** This bill would, among other things, do the following:

- Allow the shortening of names of top contributors in required disclosure statements in advertisements, as specified.
- Mandate, among other formatting changes, that disclosures in print advertisements, including billboards, appear as applicable in the following order: (1) the notice that the advertisement was created using artificial intelligence. This notice shall be set off from other disclosures by half a blank line, (2) that the advertisement was not paid for by the candidate, (3) who paid for the

advertisement, and (4) top contributors, which shall be listed in bold, displayed with the phrase, “Ad Committee’s Top Funders,” which shall be underlined.

- Require, for billboards and other printed advertisements that are larger than those designed to be individually distributed (1) the names of top contributors be separated by bullet points or numbering, instead of commas, and appear on one horizontal line if possible, and (2) each line of the disclosure must take up at least the lesser of 5 percent of the width or the height of the billboard or other printed material.
- Shorten the disclosure on an advertisement paid for by an independent expenditure to read, “Not paid for by candidate” or “Not paid for by a candidate for this office,” as applicable.

**Staff Comments:** FPPC notes that it would require one new attorney position as a result of the current version of the bill. The Commission would be to determine if an abbreviation is acceptable in an advertisement via written advice; consequently, it anticipates receiving numerous advice requests. FPPC would also need to update educational materials and trainings to reflect the bill’s new requirements.

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