

FILE NO. 010778

ORDINANCE NO. 211-01

1 [Regulation of Mass Mailings.]

2
3 Ordinance amending Article I, Chapter 1 of the San Francisco Campaign and
4 Governmental Conduct Code by adding section 1.161 to require candidates who pay
5 for mass mailings to identify themselves on the mailings with a "paid for by"
6 designation, and file a copy of the mass mailing along with an itemized disclosure
7 statement with the San Francisco Ethics Commission.

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

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

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

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

17 (a) DISCLOSURE.

18 In addition to the requirements set forth in California Government Code Section 84305, each
19 mass mailing paid for by a candidate for City elective office shall include the following statement in no
20 less than ¹⁴~~6~~ point type and in a color or print which contrasts with the background so as to be easily
21 legible: "paid for by (insert candidate's name and street address)." A post office box may be stated
22 in lieu of a street address if the candidate's address is a matter of public record with the San Francisco
23 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 ~~two~~^{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 two
6 working days after the date of the mailing, file an itemized disclosure statement with the San Francisco
7 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 detailed
11 description of the separate costs associated with a mass mailing, including but not limited to,
12 photography, design, production, printing, distribution and postage. Each cost shall be disclosed on a
13 form promulgated by the San Francisco Ethics Commission in a manner that demonstrates each
14 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 mass
17 mailing is paid for by a candidate for City elective office with funds raised for the candidate's
18 campaign, and that the mass mailing advocates for or against candidates for City elective office.

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20
21 APPROVED AS TO FORM:
LOUISE H. RENNE, City Attorney

22
23 By: 
24 CHAD A. JACOBS
Deputy City Attorney



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails Ordinance

File Number: 010778

Date Passed:

Ordinance amending Article I, Chapter 1 of the San Francisco Campaign and Governmental Conduct Code by adding Section 1.161 to require candidates who pay for mass mailings to identify themselves on the mailings with a "paid for by" designation, and file a copy of the mass mailing along with an itemized disclosure statement with the San Francisco Ethics Commission.

October 9, 2001 Board of Supervisors — AMENDED

October 9, 2001 Board of Supervisors — PASSED ON FIRST READING AS AMENDED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,
Newsom, Peskin, Sandoval, Yee

October 15, 2001 Board of Supervisors — FINALLY PASSED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,
Newsom, Peskin, Sandoval, Yee

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I hereby certify that the foregoing Ordinance was FINALLY PASSED on October 15, 2001 by the Board of Supervisors of the City and County of San Francisco.



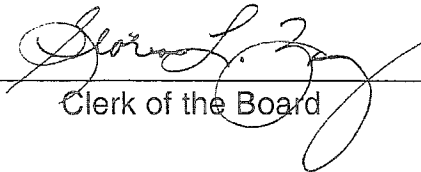
Gloria L. Young
Clerk of the Board

Date Approved

Mayor Willie L. Brown Jr.

Date: October 26, 2001

I hereby certify that the foregoing ordinance, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.



Clerk of the Board

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