



LEAGUE OF WOMEN VOTERS® OF CALIFORNIA

January 4, 2012

The Honorable Paul Fong, Chair
Committee on Elections and Redistricting
California State Assembly
P.O. Box 942849
Sacramento, CA 94249-0001

Re: AB 1148 (Brownley)—Support

Dear Assembly Member Fong:

The League of Women Voters of California is pleased to support AB 1148, Assembly Member Brownley's bill that will strengthen campaign disclosure requirements and improve transparency in political campaigns.

The League has long supported campaign finance practices for candidates and advocates of ballot measure positions that will ensure full disclosure of campaign contributions and expenditures. We believe that effective campaign finance regulation will ensure the public's right to know, combat corruption and undue influence, and promote citizen confidence and participation in the political process.

AB 1148 will require the largest major funders of political advertisements to be clearly and unambiguously identified directly on all mediums of advertisements, including television, radio, print, and mass mailer ads for candidates and ballot measures in California. It will also require campaign committees to maintain a Web site where the largest major funders are listed so voters can easily access this important information.

There is overwhelming bipartisan support of legislation requiring greater disclosure in political ads. In a national poll done by Hart Research in June 2010, 91 percent of Democrats, 91 percent of Independents, and 87 percent of Republicans favored legislation requiring ads to say which corporations paid for them. An October 2011 *Field Poll* found that 84 percent of voters agreed public disclosure requirements of initiative sponsors must more clearly identify the major funders of a measure.

As voters have become increasingly frustrated with the electoral process, it is time to bring greater transparency to the people rather than carry on with politics as usual. We ask for your support of AB 1148.

Sincerely,

Jennifer A. Waggoner
President

cc: Assembly Member Julia Brownley

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