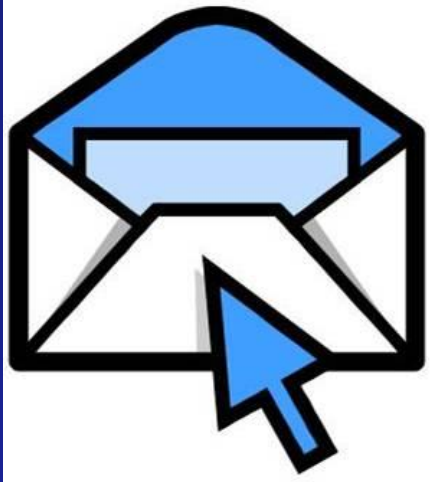


Political Campaigns & the Internet

Jennie Bowser

NCSL

September 9, 2010



Main Source of Campaign Info

2002

86% Television

36% Newspaper

7% Internet

2008

72% Television

30% Newspaper

26% Internet

Regulating Internet Campaigns

- ◎ Federal Election Commission
 - > Paid messages by political campaigns require a disclaimer
 - > Individual political speech unregulated
- ◎ State approaches: a range
 - > No regulation
 - > Parallel the federal approach
 - > Specific exemptions for Internet campaigning

The Florida Experience

colorado governor - Google Search - Windows Internet Explorer provided by NCSL

http://www.google.com/search?hl=en&rls=com.microsoft%3Aen-us&q=colorado+governor&aq=f&aq=g-p3g7&aq=8oq=&gs_rfai=

File Edit View Favorites Tools Help

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Web Images Videos Maps News Shopping Gmail more jennie.bowser@gmail.com | Web H

Google colorado governor Search

About 12,700,000 results (0.28 seconds) Advanced search

Colorado Governor — Bill Ritter - Feedback
According to colorado.gov, colorado.gov, wikipedia.org and 2 others - Show sources

Governor Bill Ritter, Jr. - State of Colorado ☆
Colorado Recovery - Investing in Colorado's Future · Colorado Health Reform ... CONTACT GOVERNOR'S OFFICE. Read Gov. Ritter's eNewsletters ...
www.colorado.gov/GOVERNOR - Cached


Press Releases First Lady Jeannie Ritter
Write to the Governor Governor's Residence
Nat'l Health Reform in CO Sign up for the Governor's eNewsletter
New Energy Economy

More results from colorado.gov »

Colorado.gov: The Official State Web Portal ☆
Information on the nonpartisan staff and research arm of the Colorado General ... Governor Bill Ritter, Jr. "Transparency is the key to accountability. ...
www.colorado.gov/ - Cached - Similar

Governor of Colorado - Wikipedia, the free encyclopedia ☆
Thus, Peabody served only moments as governor. The current governor is Bill Ritter, who took office on January 9, 2007; his first term expires on January 11 ...
en.wikipedia.org/wiki/Governor_of_Colorado - Cached

News for colorado governor

 [With Dan Maes in Colorado governor race, can GOP just get along? Nope](#) ☆ - 3 days ago
But the case of Dan Maes and the Colorado governor race is unique. Republicans are unendorsing him. Dan Maes is the Republican candidate in the Colorado ...
Christian Science Monitor - 580 related articles »
[Shrugging off Critics, Dan Maes Stays in Colorado Governor's Race](#) ☆ - New West - 8 related articles »
[A Rocky Mountain showdown](#) ☆ - Tri County Record - 6 related articles »

Governor Bill Ritter - Leading Colorado Forward ☆
The Official Campaign Website of Governor Bill Ritter.

Sponsored links

[Dan Maes for Governor](#)
Re-energizing Colorado's economy
You and I can take back our state
www.DanMaes.Com
Colorado

Also try

[bill ritter](#)
[colorado senator](#)
[colorado legislature](#)
[colorado government](#)
[denver mayor](#)

See your ad here »

start colorado governor - ... Inbox in JennieB - Mic... Internet 100% 9:58 AM

Sponsored links

[Dan Maes for Governor](#)

Re-energizing Colorado's economy

You and I can take back our state

[www.DanMaes.Com](#)

The Florida Experience

Required Disclaimer

- *Political advertisement paid for and approved by Scott Wagman, Democrat, for mayor.*
- 83 characters

Google AdWords

- 95 character limit + URL

Florida's Response

Technology in Elections Act

HB 131 (2010)

Exemptions

- Paid links
- Graphic/ picture links
- Postings on unpaid social networking
- Texts
- Screen savers & widgets

Abbreviated Disclaimer

Stay Informed

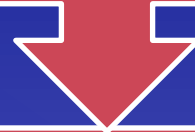
List-serve: icampaign-l-request@ncsl.org

Message Body: SUBSCRIBE



www.ncsl.org

GO 21244



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