

The Attorney General of California has prepared the following title and summary of the chief purpose and points of the proposed measure:

SALES TAX ON POLITICAL ADVERTISEMENTS. INITIATIVE CONSTITUTIONAL

AMENDMENT. Imposes a 1,000 percent sales tax on political advertising delivered within the State of California. Exempts from tax the first one million dollars in spending within a calendar year by a single entity or group of related entities. Political advertising includes, but is not limited to, all media spending by political parties, political action committees, or candidates.

Requires that proceeds of the tax be used for public education. Summary of estimate by

Legislative Analyst and Director of Finance of fiscal impact on state and local government:

Unknown increase in state revenues to be provided to public educational entities, assuming that the measure goes into effect after voter approval, executive branch implementation decisions, and court challenges. (15-0106.)