



## June 29, 2020 – CBA Election Update

*When a deadline isn't really a deadline...*

As previously reported by CBA, June 25<sup>th</sup> was the Secretary of State's certification deadline for the November 2020 statewide ballot initiatives. It was also the last day that the State Legislature could place measures on the ballot.

But apparently, deadlines don't really exist in Sacramento. Late last week, Senate Bill 300 was passed to provide state lawmakers an extra few days to place new initiatives on the ballot. July 1 (this Wednesday) is now the new deadline when voters will learn what will officially appear on the ballot. The Secretary of State is expected to assign proposition numbers soon after.

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Here is a [list of the statewide ballot measures](#) that have been certified as of today:

- **Stem Cell Research Institute Bond Initiative**
  - Issues \$5.5 billion in bonds for state stem cell research institute.
- **Property Tax Transfers & Exemptions Initiative**
  - Changes how tax assessments are transferred between properties and when tax assessments are reset to market value.
- **Tax on Commercial/Industrial Properties for Education & Local Government Funding Initiative**
  - Requires commercial and industrial properties to be taxed based on market value.

- **Repeal Proposition 209 Affirmative Action Amendment**
    - Repeals Proposition 209 (1996), which prohibited the state from considering race, sex, color, ethnicity, or national origin in public employment, education, or contracting.
  - **Voting Rights Restoration for Persons on Parole Amendment**
    - Restores the right to vote to people convicted of felonies who are on parole.
  - **Primary Voting for 17-Year-Olds Amendment**
    - Allows 17-year-olds who will be 18 at the time of the next general election to vote in primaries and special elections.
  - **Criminal Sentencing, Parole, & DNA Collection Initiative**
    - Makes changes to policies related to criminal sentencing charges, prison release, and DNA collection.
  - **Local Rent Control Initiative**
    - Expands local governments' power to use rent control.
  - **App-Based Drivers Regulations Initiative**
    - Considers app-based drivers to be independent contractors and enacts several labor policies related to app-based companies.
  - **Dialysis Clinic Requirements & Consent to Close Initiative**
    - Requires a physician on-site at dialysis clinics and consent from the state for a clinic to close.
  - **Consumer Personal Information Law & Agency Initiative**
    - Expands the provisions of the California Consumer Privacy Act (CCPA) and creates the California Privacy Protection Agency to implement and enforce the CCPA.
  - **Replace Cash Bail with Risk Assessments Referendum**
    - Replaces cash bail with risk assessments for suspects awaiting trial.
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### **Campaign Analysis:**

*Will more voters mean larger paid-advertising budgets?*

It appears all California registered voters will receive a ballot by mail in the upcoming general election. Governor Newsom recently signed Assembly Bill 860 requiring county election officials to mail a ballot to every registered voter.

How does this new law impact broadcasters? Recent conversations with consultants and media buyers lead us to believe that November's election remains uncharted territory for most campaigns and

traditional advertising strategies are being reassessed. Coupled with the absence of face-to-face campaigning, an increase of the state's voting population could push larger shares of campaign budgets into paid media – specifically broadcast and digital.

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To help you maximize political advertising opportunities for your station, CBA will be providing regular updates to statewide ballot measures and campaign contacts starting next month.

If you would like additional members of your team to receive these updates, email their information to [Members@YourCBA.com](mailto:Members@YourCBA.com).