

# Show me the asterisk\*

(or how to tell if a candidate, office holder or ballot measure paid to be on campaign literature)

Santa Monica Transparency Project, Elizabeth Van Denburgh

## What you need to know about slate mailers/cards

Election season is upon us and the piles of campaign literature will follow. While all campaign literature is paid advertising there is a difference between literature issued by the candidate committee or the ballot measure committee and what is called a slate mailer or card.

California's Fair Political Practices Commission (FPPC) states a slate mailer/card is a mass mailing of "snail" or electronic mail that supports or opposes a total of four or more candidates or ballot measures. These slate mailer/card organizations do NOT include: 1) a candidate/officeholder or their controlled committee 2) an official committee of any political party 3) a legislative caucus committee or a committee formed primarily to support/oppose a candidate, office holder or ballot measure.

These organizations are "for profit" companies that "imply" endorsements but have no association with political parties or with any particular conservative or liberal organization. They operate under names with affinity appeal such as California Republican Voter Guide (which has no affiliation with the Republican Party) or John F. Kennedy Alliance. These slate mailer/card organizations choose names to deceive the voting public into thinking that candidates' and/or office holders' names which appear on the slate mailer/card are vetted and/or endorsed by established organizations. In reality, they are negotiated with and produced by a couple of people. This is a situation where the few people associated with the slate mailer/card organization select the people and/or ballot measures to be included in their slate mailers/cards based on their assessment and money paid, not on any vetting process aligned with a responsible organization.

Candidates, office holders and ballot measures pay varying fees to be placed on the slate mailers/cards. These candidates will be denoted with an "\*" and a

boxed note indicating the slate mailer/card organization that received fees to place person or ballot measure on their specific mailer/card. REMEMBER, these slate mailers/cards are not produced by political parties nor have they had any of the candidates, office holders or ballot measures vetted or in any way endorsed by reputable associations or really anyone. Often, popular state candidates/office holders are placed on the slate mailer/card to imply endorsement or affinity with them. Currently, there are 87 slate mailer/card organizations on the California Secretary of State website (Cal-Access Home; sort by slate mailers).

Each candidate, office holder and ballot measure negotiates separately with the individuals managing the slate mailer/card organization. Since these organizations can charge varying amounts for identical services it can be the same as providing an in-kind contribution. Yet discounts offered by slate mailer/card organizations are not considered in-kind contributions to the candidate or office holder. Finally, the laws governing the slate mailer/card organizations state that they can keep any profits. This is unlike campaign funds remaining after an election which can't be used for any personal use.

A slate mailer card organization currently advertising on the internet is [voterguideslatecards.com](http://voterguideslatecards.com). Check it out and remind yourself that slate mailer/card organizations are not about vetting candidates or ballot measures and are not endorsements by any recognized organization.

[Voterguideslatecards.com](http://Voterguideslatecards.com) are taking reservations for the 2016 Elections for Democratic Voter Guide, Republican Voter Guide and Independent Voter Guide; none are associated with a political party. A benefit raised on the website that their listing of candidates is provided in official ballot order. This ensures you can easily vote for the candidates and/or office holders endorsed by a few individuals and based on the payment made to the slate mailer/card organization. Below are examples of two of their previous slate mailers/cards from 2014:

**Attention: ARTESIA DEMOCRATS!**



**JERRY BROWN** for Governor  
**BETTY T. YEE** for Controller  
**JOHN CHIANG** for Treasurer  
**TOM TORLAKSON** for Superintendent of Public Instruction

**ELECT BETTY T. YEE FOR CONTROLLER**

“ We give the ... edge to Yee because of her three decades of experience in state finances... ” “Yee’s impressive knowledge and commitment to reform and fiscal prudence ... make her our choice. ”  
 – San Francisco Chronicle endorsements, 9/27/14, 4/23/14

**ELECT JOHN CHIANG FOR TREASURER**

“ John Chiang is the best choice for California treasurer. Chiang has the experience and the political and financial know-how to succeed Bill Lockyer as a tough-minded state treasurer.”  
 – Los Angeles Times endorsement, 9/28/14

**RE-ELECT TOM TORLAKSON FOR SUPERINTENDENT OF PUBLIC INSTRUCTION**

“ I’m supporting Torlakson because he fought not just to end the cuts to the education budget, but also to put control over education funds back in the hands of local communities.”  
 – Jack O’Connell, Fmr. State Supt. of Public Instruction



**Take This Card To The Polls**  
**Election Day is Tuesday**  
**November 4, 2014**  
**Polls Open 7am - Close 8pm**



**A J PADEFORD PARK**  
**MULTI PURPOSE RM ORANGE TABLE**  
**11870 169TH ST**

Call your local registrar of voters for last minute changes.

NOTICE TO VOTERS: THIS DOCUMENT WAS PREPARED BY VOTER GUIDE SLATE CARDS, NOT AN OFFICIAL PARTY ORGANIZATION. Appearance in this mailer does not necessarily imply endorsement of the other candidates or ballot measures in this mailer. Appearance is paid for and authorized by each candidate and ballot measure designated by art. Voter Guide State Cards 6285 E. Spring Street, Suite 202, Long Beach, CA 90809

Post Std  
 U.S. Postage  
**PAID**  
 AMI



★ **DEMOCRATIC VOTER GUIDE** ★

<p><b>Governor</b>  <b>JERRY BROWN</b>                  He reduced California's debt, improved the state's credit rating, and protected funding for education and public safety.</p> <p><b>Lieutenant Governor</b>  <b>GAVIN NEWSOM</b></p> <p><b>Secretary of State</b>  <b>ALEX PADILLA</b></p> <p><b>Controller</b>  <b>BETTY T. YEE*</b>                  Yee is a budget expert who will close special interest tax loopholes, and make sure the big corporations pay their fair share.</p> <p><b>Treasurer</b>  <b>JOHN CHIANG*</b>                  Experience &amp; independence. As Controller, cracked down on fraud &amp; inefficiency, identifying over \$6 billion in tax money that was being wasted.</p> <p><b>Attorney General</b>  <b>KAMALA D. HARRIS</b>                  Analytical, innovative, and pragmatic in her approach to crime reduction.</p> <p><b>Insurance Commissioner</b>  <b>DAVE JONES</b></p>	<p><b>Board of Equalization, 3rd District</b>  <b>JEROME E. HORTON*</b>                  Democratic Party endorsed, 36 yrs experience progressively advocating for taxpayers, protecting property tax exemptions, benefits &amp; equal rights.</p> <p><b>U.S. Representative, 38th District</b>  <b>LINDA T. SANCHEZ</b></p> <p><b>State Senator, 32nd District</b>  <b>TONY MENDOZA*</b>                  10 years as a local classroom teacher. Endorsed by our local police officers, firefighters and teachers.</p> <p><b>State Assembly, 58th District</b>  <b>CRISTINA GARCIA</b></p> <p><b>Judge of the Superior Court, #61</b>  <b>DAYAN MATHAI*</b>                  Veteran Prosecutor Rated Well Qualified LA Co. Bar Assn. Endorsed by DAs Lacey/Cooley, Sheriffs/Police, 50+ Judges.                  www.MathaiForJudge.com</p> <p><b>Judge of the Superior Court, #87</b>  <b>ANDREW M. STEIN*</b>                  Gang Homicide Attorney, Endorsed by the Democratic Party, LA Times, and numerous Democratic Leaders.</p> <p><b>Superintendent of Public Instruction</b>  <b>TOM TORLAKSON*</b>                  Fought cuts to public schools, worked to give local teachers and parents funding decisions, and expanded career training for students.</p>	<p><b>Cerritos Community College Dist., #5</b>  <b>SHIN LIU*</b>                  Re-elect Dr. Shin Liu: a professor who understands the challenges facing colleges today and will guarantee student success tomorrow.</p> <p><b>Assessor</b>  <b>JEFFREY PRANG*</b>                  Join Mayor Eric Garcetti, Fmr. Labor Secretary Hilda Solis, Supervisor Mark Ridley-Thomas and the Democratic Party in supporting Jeffrey Prang.</p> <p><b>Sheriff</b>  <b>JIM MCDONNELL*</b>                  McDonnell stood up to the culture of corruption &amp; violence in the Sheriff's Dept. Supported by Mayor Garcetti, DA Jackie Lacey, police reformers.</p> <p><b>Water Replenishment District, #3</b>  <b>TONIA REYES URANGA*</b>                  The choice of working families. Endorsed by the L.A. County Federation of Labor and committed to protecting and preserving our groundwater.</p>
--	---	---

**Attention: BERMUDA DUNES REPUBLICANS!**



**NEEL KASHKARI**  
for Governor



**RON NEHRING**  
for Lt. Governor



**TOM TORLAKSON**  
for Superintendent  
of Public Instruction

**ELECT NEEL KASHKARI GOVERNOR**  
 "It's so important to elect leaders like Neel Kashkari, who understand how to jump-start the private sector, fix our schools and get people working again."  
 -- Mitt Romney, 2012 Republican candidate for President

**ELECT RON NEHRING LT. GOVERNOR**  
 "Ron Nehring is a champion of the conservative principles and solutions that are sorely needed in Sacramento and I'm proud to support him for Lt. Governor."  
 -- Republican Congressman Tom McClintock

**RE-ELECT TOM TORLAKSON FOR SUPERINTENDENT OF PUBLIC INSTRUCTION**  
 "I'm supporting Torlakson because he fought not just to end the cuts to the education budget, but also to put control over education funds back in the hands of local communities."  
 -- Jack O'Connell, Fmr. State Supt. of Public Instruction



**Take This Card to the Polls**  
**Election Day is Tuesday**  
**June 3, 2014**  
**Polls Open 7am - Close 8pm**



**BERMUDA DUNES COMMUNITY SERVICE CENTER**  
 78400 FORTY SECOND AVE

NOTICE TO VOTERS: THIS DOCUMENT WAS PREPARED BY VOTER GUIDE SLATE GROUP, INC. AN OFFICIAL VOTER ORGANIZATION APPROVED BY THE STATE AND IS SOLELY FOR INFORMATIONAL PURPOSES. IT IS NOT A BALLOT MEASURE. TO MAKE SURE YOUR VOTE IS COUNTED, PLEASE BRING THIS DOCUMENT TO THE POLLING PLACE WITH YOU. YOUR VOTE IS YOURS TO KEEP. PLEASE DO NOT GIVE IT TO ANYONE ELSE. YOUR VOTE IS YOURS TO KEEP. PLEASE DO NOT GIVE IT TO ANYONE ELSE.

First Class  
 US Postage  
 PAID  
 AM

**★ REPUBLICAN VOTER GUIDE ★**

Governor <b>NEEL KASHKARI</b> * Lieutenant Governor <b>RON NEHRING</b> Treasurer <b>GREG CONLON</b> Attorney General <b>PHIL WYMAN</b> * U.S. Representative <b>BRIAN NESTANDE</b> State Senator <b>BONNIE GARCIA</b> * Member of the State Assembly <b>CHARLES BENNETT JR.</b> Judges of the Superior Court #3 <b>MARK A. COPE</b> * #18 <b>S. SUZANNE SYKES</b> * Superintendent of Public Instruction <b>TOM TORLAKSON</b> County Board of Education, TA #6 <b>ELIZABETH ROMERO</b> * County Supervisor, 4th District <b>JOHN J. BENOIT</b> * District Attorney <b>MIKE HESTRIN</b> *	<b>Bonnie Garcia</b> for State Senate A proven conservative who fights tax increases, supports veterans, and continues to protect Prop 13.	<b>Mark A. Cope</b> Judge #3 Re-elect Judge Cope. Judge Cope is endorsed by every Riverside County judge for a reason - his experience, integrity, and strong commitment to justice for all.
	<b>S. Suzanne Sykes</b> Judge #18 Endorsed by all five Riverside County Supervisors, Sheriff Stan Sniff, and many others. <a href="http://www.votejudgesykes.com">www.votejudgesykes.com</a>	<b>Elizabeth Romero</b> Co. Bd. of Education, TA 6 Proven record of leadership and experience as an educator, volunteer, non-profit and healthcare executive. Vote Elizabeth Romero June 3rd. <a href="http://www.democracy.com/eromero">www.democracy.com/eromero</a>
	<b>John J. Benoit</b> Supervisor #4 Secured public safety infrastructure investments to create 400 jobs, improve public safety and boost the local economy.	<b>Mike Hestrin</b> District Attorney Crime is Up - We Must Have a Change. Stop the Early Release of Criminals. The Choice of Law Enforcement and District Attorneys.

The best advice we can give you is to recycle slate mailers/cards and look to local candidate/office holder and ballot measure forums (attend live or view on YouTube).