

March 18, 2014

Re: Let's Get to Work "Families" Advertisement

Dear Station General Manager:

The purpose of this correspondence is to request, on behalf of the Florida Democratic Party (FDP) that your outlet refuse to broadcast the advertisement sponsored and paid for by Let's Get to Work entitled "Families," which features Florida Governor Rick Scott.

As a responsible media source, it is your duty to ensure that this type of advertising complies with the requirements of law. The advertisement is an "electioneering communication" under Florida law. The disclaimer on the advertisement states that it is "Sponsored by Let's Get to Work." However, Florida law requires that "[a]ny electioneering communication, other than a telephone call, shall prominently state 'Paid electioneering communication paid for by (name and address of person paying for the communication).'"

The FDP requests that you refrain from airing this advertisement unless and until Let's Get to Work revises the advertisement to bring it into compliance with the requirements of Florida law. Absent this action, this political advertisement should not be allowed to air in light of its disregard for the requirements of Florida law.

Thank you for your prompt attention to this matter. If you have any additional questions or concerns, please feel free to contact me.

Sincerely,

*Mark Herron*

Mark Herron