

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. 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 is allowed to go into effect after voter approval and any court challenges.** (15-0061.)