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# Welcome

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How it Works

## Welcome to The Daniels Plan home page.

The Daniels Plan is a campaign reform project created by Bill Daniels, the "Father of the Cable Television Industry", to try to reduce the costs associated with purchasing television airtime for political campaigns.

As a test, Daniels has asked the Federal Election Commission (FEC) to allow his cable television systems in Southern California to provide free airtime for House and Senate candidates running in the districts served by Daniels Cablevision. Daniels hopes this experiment might prompt other cable operators to create similar efforts in future election years.

The FEC is expected to render a decision at its September 3rd meeting. If the FEC approves the request, Daniels Cablevision will air up to 750 free campaign advertisements (:30 seconds) a week for the eight week period leading up to the November 3rd election. The airtime is valued at approximately \$86,250 and is open to all bona fide California candidates for the U.S. Senate and the 44th, 48th and 51st House Districts.

If you'd like more information about The Daniels Plan, click any of headings on the left side of this page. If you'd like to talk with someone about The Daniels Plan, [contact us](#).

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AOR 1998-17  
Background

[Taken from  
Daniels website]

# Press Release

## Daniels Cablevision to Seek Federal Election Commission Approval to Provide Free Campaign Airtime for Federal Candidates.

Monday, August 3, 1998

### CONTACTS:

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CARLSBAD, CA , August 3, 1998 - Daniels Cablevision, a cable operator serving 70,000 customers in Southern California, will seek Federal Election Commission (FEC) approval to offer free campaign advertising time for candidates for Federal office. The Company today filed a formal request in Washington, D.C. with the FEC for an advisory opinion which would allow its two cable systems, Daniels Cablevision in north San Diego County, and Desert Hot Springs Cablevision, in Riverside County, to provide free commercial airtime for political candidates. The intent of the plan is to reduce the amount of money needed to purchase television airtime in political campaigns.

Bill Daniels, owner of the cable systems, explained why the project is needed: "Simply put, I want to see if the private sector, through voluntary action, can move the ball forward on campaign reform. Right now, campaigns are all about money, about raising money so you can buy TV time. I'd like to see what happens if we reduce the candidates need to raise all that money to get on TV."

Under the Daniels Plan, all bona fide candidates for House and Senate seats in the districts served by the cable operators would be provided free airtime on advertising-supported satellite services provided by the systems, such as CNN, Headline News, ESPN and others, for an eight-week period leading up to the Nov. 3 election. Candidates for the 44th, 48th and 51st House Districts will be invited to participate, as well as candidates for California's U.S. Senate seat.

To ensure fairness, the candidates' campaign ads would run on a random basis between the hours of 6 a.m. and midnight. Candidates would be responsible for creating and producing the advertisements, and the cable systems would have no control over content, other than to make sure the advertisements were in conformity with the technical and content standards required of all advertisers by the Companies.

Daniels Cablevision and Desert Hot Springs Cablevision

This was not  
in AOR documents  
as submitted on  
paper.

have reserved up to 20 percent of their available advertising time during the eight-week period. The estimated total cash value of the free campaign airtime proposal is approximately \$75,000 in the Daniels system and \$11,250 in the Desert Hot Springs system, for a total value of \$86,250.

According to John Dodge, an attorney with Cole, Raywid & Braverman, L.L.P., who is representing the systems, "Given certain FEC interpretations of the FEC Act in the past, cable operators could be prohibited from offering candidates free airtime on the grounds that this would constitute an unlawful corporate contribution."

Daniels Cablevision takes the position that its Plan qualifies as "political commentary" and is thus exempt from the ban on corporate contributions. Daniel Cablevision also believes that it has a First Amendment right to offer candidates their views, and that the Plan will broaden the marketplace of political ideas, which the Supreme Court has stated is a primary purpose of the FEC Act.

Dodge pointed out that most western democracies have a tradition of providing free airtime for political candidates during election years. "The Daniels Plan is derived from these traditions, with the important distinction that the free airtime is not mandated by the government, but is provided as a voluntary public service by the cable operator," he said.

Bill Daniels has a long history of involvement in electoral politics. Over the past four decades he has been a major contributor to the Republican Party and to numerous candidates and causes.

Daniels was a candidate for Governor of Colorado in the Republican primary in 1974. "Although I am a lifelong Republican, what I am proposing is designed to benefit all candidates and parties," Daniels said. "In fact, my guess is that a lot of Republican Party officials might not embrace this concept. But the campaign process has gotten out of hand, and people are sick of what's going on."

Daniels has also worked on many of the key developments in the creation of the cable television industry. Considered the "Father of the Cable Industry," he was instrumental in the development of C-SPAN, CNN, regional sports networks and numerous other programming services.

Daniels said he viewed the Daniels Plan as an experiment. "More than a decade ago, purely through voluntary action, the cable industry created C-SPAN, which has probably done more to educate the public about how government works than anything in the last 50 years," he said. "I'd like to see the cable industry, again through voluntary action, come up with some way to help clean up the campaign finance mess. Maybe our idea will start some folks thinking."

LETTER TO THE FEC

This is text of AOR  
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## How it Works

A proposal allowing free campaign  
airtime for California candidates for  
federal political office

### Overview

Daniels Cablevision operates two cable systems in Southern California serving nearly 70,000 subscribers. One system covers much of North San Diego County, including Carlsbad, Encinitas, Vista, Fallbrook, Lake San Marcos, Solana Beach, Del Mar. The other system is in the community of Desert Hot Springs in Riverside County.

For years, Daniels Cablevision has offered programming designed to inform the public on local issues of interest to the community, including live broadcasts of local City Council meetings, the production of local news programs, candidates' forums and live local election coverage. Daniels Cablevision's local programming has been recognized as among the best in the cable industry. It has won the prestigious CableAce Award for Overall Commitment to Local Programming the past three years, a feat no other cable system has accomplished. The CableAce Award is the highest honor a cable system can receive for local programming.

Daniels Cablevision is now expanding its public-minded activities by creating The Daniels Plan ("Plan"). The Plan would offer free commercial airtime to *bona fide* candidates for the United States Senate in California and the United States House of Representatives in California for the Districts included in the Daniels systems. Candidates will be permitted to use this time to broadcast their campaign advertisements on the commercially supported cable services provided by the Daniels systems, including CNN, Headline News and ESPN.

The Plan equates to approximately 20% of available commercial advertising time during the eight-week period and has an estimated cash value of approximately \$75,000 in the San Diego County system, and and \$11,250 in the Riverside County system.

The Plan is designed as a voluntary effort to help reduce the financial burden of running an effective campaign faced by all candidates for political office.

### Congressional Races Involved

*Bona fide* candidates for the United States Senate in California, as well as candidates for the United States House of Representatives for the 44th, 48th and 51st Districts of California, are covered by the Plan.

### Description of Time Offered

For the eight-week period leading up to the November 3rd general election, Daniels Cablevision will offer to all *bona fide* candidates free air time in which to run their campaign advertisements.

All candidates will be offered an equal amount of airtime, regardless of party affiliation.

Ads for all candidates will be run on a random basis between the hours of 6:00 a.m. and midnight. The specific

This was submitted as attachment to AOL, but this website version has some changes to the paper documents. The sections with changes are marked herein by marginal lines. The differences are not material.

time slots allocated to candidates will be developed by Daniels and made available to the public for review.

Depending on the number of *bona fide* candidates who participate, campaigns will be permitted to run between 15 and 60 free 30-second spots per week.

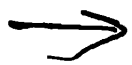
**Content of Political Advertisements**

Daniels will exercise no control over content of the political advertisement submitted by candidates, other than to ensure they meet the technical standards required of all other commercial advertisers.

**Definition of a *Bona Fide* Candidate**

To be considered a *bona fide* candidate for the purpose of the Plan, a candidate must:

- Meet the specific requirements to run for the United States Senate or the United States House of Representatives established by the State of California and enforced by the California Secretary of State; and
- Meet the definition of "candidate" as set forth in 47 U.S.C. 431(2).
  - That definition defines "candidate" as any person whose campaign organization has either raised or spent at least \$5,000 from their campaign account.



**Creating the Campaign Advertisement**

Candidates will be responsible for the creation of their own campaign advertisement(s).

Advertisements submitted must be 30 seconds in length.

All advertisements must be "broadcast quality" in order to be aired. "Broadcast quality" is defined as advertisements which are of a technical quality at least equivalent to that required of commercial leased access and public, educational and governmental programmers.

Qualified candidates who have not yet produced advertisements but are interested in participating can contact Daniels Cablevision about the system's production facilities.

**Submitting the Campaign Advertisement**

Campaign advertisements for both the Carlsbad and Desert Hot Springs systems must be submitted no later than the close of business on the Wednesday preceding the week the candidate's ads will be aired.

If a candidate does not submit the advertisement(s) in a timely fashion, the ads will not be aired and credit will not be extended toward future airtime. This will prevent candidates from stockpiling or warehousing their time for use as the election nears.

Candidates who do not submit ads in a timely fashion will be free to submit ads for the following ad period, and will be included in that week's cycle of advertisements.

Ads should be submitted to John McGuinness, Ad Sales Manager for Cablevision Business Services, Inc. McGuinness is located in Cablevision's Carlsbad, CA office and can be reached at 760-438-7741 extension 252.

**Communication with Daniels Cablevision**

Comments or questions about The Daniels Plan should be directed to Phil Urbina, Community and Government Relations Manager for Daniels Cablevision, at 760-438-7741, extension 241.

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