

SENATE BILL NO. 14

BY SENATORS MARIONNEAUX, N. GAUTREAUX AND LAFLEUR AND REPRESENTATIVE BALDONE

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AN ACT

To amend and reenact R.S. 18:1463(C)(2) and (E) and 1505.3(D)(3) and to enact R.S. 18:1463(C)(4) and (F), relative to political advertisements; to require certain statements involving authorized and unauthorized communications paid by certain persons; to provide for certain requirements with respect to oral, visual, and written material constituting a paid political advertisement distributed on behalf of a candidate for political office; to provide relative to the use of campaign funds; to provide for the payment of campaign finance fines, fees, and penalties; to provide for effectiveness; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 18:1463(C)(2) and (E) and 1505.3(D)(3) are hereby amended and reenacted and R.S. 18:1463(C)(4) and (F) are hereby enacted to read as follows:

§1463. Political material; ethics; prohibitions

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C.(1) * * *

~~(2) Paragraphs (1) and (3) of this Subsection shall not apply to:~~

~~(a) Statements which merely express support for or opposition to a candidate or proposition.~~

~~(b) Statements on bumper stickers, lapel pins and stickers, lawn signs, hat bands, badges, ribbons, or to balloons, matchbooks, pens, pencils, and similar paraphernalia.~~

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E. No person shall cause to be distributed or transmitted for or on behalf of a candidate for political office any oral, visual, or written material constituting a paid political announcement or advertisement, which is paid for by a third-party entity, without providing the name of the third-party entity on the face of the advertisement. The name of the third-party entity shall be included on written material, political announcements, and advertisements so that it is clear and understandable. The name of the third-party entity in visual and oral political announcements or advertisements shall be included so that it is clearly understandable as well as audible and visible for not less than three seconds. If the advertisement is placed by a public relations firm, advertising agency, media buyer, or other person who purchases media advertising or time or space for such advertising, such person shall provide the information required by this Section. For the purposes of this Subsection, "person" means any individual, partnership, association, labor union, political committee, corporation, or other legal entity, including its subsidiaries; however, "person" shall not mean any radio station, television broadcast station, cable television company, or newspaper.

F. Whoever violates any provision of this Section may be punished by a fine not to exceed five hundred dollars or be imprisoned for not more than six months, or both.

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§1505.3. Subterfuge to avoid compliance with Chapter

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D.

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(3) Nothing in this Subsection shall prohibit any person who publishes or broadcasts political advertisements from accepting payment for a political advertisement from any person, so long as the advertisement does not misrepresent who paid for the advertisement either directly or indirectly through the person who purchased the advertising time or space. However, if a third-party entity pays for

1 **a political announcement or advertisement for a candidate, the name of the**
 2 **third-party entity shall be displayed on the face of the advertisement. The font**
 3 **size of such display shall be no less than half of the font size of the content of the**
 4 **advertisement.**

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6 Section 2. This Act shall become effective on January 1, 2010.

PRESIDENT OF THE SENATE

SPEAKER OF THE HOUSE OF REPRESENTATIVES

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____