

No. 142, A.]

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CHAPTER 219.

AN ACT to amend 12.14 and 12.15 of the statutes, relating to campaign matter and compensation for political service, and providing a penalty.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 12.14 of the statutes is amended to read:

12.14 CAMPAIGN MATTER OR POLITICAL ADVERTISEMENTS * * *. (1) No publisher of a newspaper or other periodical *and no manager of a radio or television station* shall * * * *publish*, either in the advertising column of such newspaper or periodical or elsewhere therein, *or broadcast over any radio or television facilities*, any matter paid for or to be paid for which is intended or tends to influence, directly or indirectly, any voting at any election or primary, unless at the head of said *printed* matter *or at the beginning of said broadcast matter*, is printed * * * *announced or televised*, as the case may be, the words "Paid Advertisement," and * * * the name, given and surname, and address of the candidate in whose behalf the matter is inserted *or broadcast*, and of any other person, if any, authorizing the publication *or broadcast*, and the name, given and surname, of the author thereof.

(2) Every person occupying any office or position under the constitution or laws of this state, or under any ordinance of any town or municipality therein, or under the constitution or laws of the United States, the annual income of which shall exceed \$300, and every candidate, every member of any personal campaign or party committee, who shall either in his own name, or in the name of any other person, own any financial interest in, any newspaper or periodical, circulating in part or in whole in Wisconsin, *or in any radio or television station located in Wisconsin*, shall, before such newspaper or periodical shall print, *or such station shall broadcast*, any matter otherwise than as is provided in subsection (1) * * *, which is intended or tends to influence, directly or indirectly, any voting at any election or primary in this state, file in the office of the county clerk of the county in which he resides a verified declaration, stating definitely the newspaper, * * * periodical, *radio or television station* in which or over which he has such financial interest or control, and the exact nature and extent of such interest or control. The editor, manager or other person controlling the publication of any such newspaper or article, *or the broadcasting from any such station*, who shall print or cause to be printed *or broadcast or cause to be broadcast* any such matter contrary to the provisions of this chapter, prior to the filing of such verified declaration from every person required by this subsection to file such declaration, shall be deemed guilty of a violation hereof.

SECTION 2. 12.15 of the statutes is amended to read:

12.15 COMPENSATION * * * FOR POLITICAL SERVICE. No owner, publisher, editor, reporter, *manager, announcer*, agent or employe of any newspaper or other periodical *or of any radio or television facility*, shall, directly or indirectly, solicit, receive or accept any payment, promise or compensation, nor shall any person pay or promise to pay, or in any manner compensate any such owner, publisher, editor, reporter, *manager, announcer*, agent or employe, directly or indirectly, for influencing or attempting to influence through any * * * matter *printed* in such newspaper *or broadcast from such facilities* any voting at any election or primary through any means whatsoever, except through the matter * * * *published or broadcast* as "paid advertisement," and so designated as provided by law.

Approved June 4, 1949.