

State of Misconsin 2011 - 2012 LEGISLATURE



2011 SENATE BILL 281

November 4, 2011 – Introduced by Senators Taylor, Holperin and King, cosponsored by Representatives Bernard Schaber, Doyle, Berceau, Danou, Hebl, Pope-Roberts, Ringhand, Zepnick and Sinicki. Referred to Committee on Transportation and Elections.

1 AN ACT *to amend* 11.30 (2) (b) and (c) and 11.30 (2) (em); and *to create* 11.30 (2)

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(dm) of the statutes; **relating to:** the form and content of certain communications made for political purposes.

Analysis by the Legislative Reference Bureau

Currently, the committee, group, or individual making payment or reimbursement or assuming responsibility for a political communication must ensure that certain information identifying the source of the communication appears on or in the communication.

This bill adds two additional requirements. Under the bill, each communication must include an Internet site or telephone number where the committee, group, or individual making payment or reimbursement or assuming responsibility for the communication may be contacted. The bill also provides that in a radio communication, all information that is currently required or required under the bill must be spoken at the beginning and end of the communication, and in a television communication, all such information must appear on the screen during the entire communication over the full width of the screen and must be readable by viewers of the communication. Violators are subject to a forfeiture (civil penalty) of not more than \$500 for each violation. Intentional violators are guilty of

SENATE BILL 281

a misdemeanor and may be fined not more than 1,000 or imprisoned for not more than six months, or both.

-2-

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

SECTION 1. 11.30 (2) (b) and (c) of the statutes are amended to read:

2 11.30 (2) (b) Every such communication the cost of which is paid for or 3 reimbursed by a committee or group, or for which a committee or group assumes 4 responsibility, whether by the acceptance of a contribution or by the making of a 5 disbursement, shall be identified by the words "Paid for by" followed by the name of 6 the committee or group making the payment or reimbursement or assuming 7 responsibility for the communication and, the name of the treasurer or other 8 authorized agent of such committee or group, and an Internet site or telephone 9 number where the committee or group making payment or reimbursement or 10 assuming responsibility for the communication may be contacted.

11 (c) Every such communication which is directly paid for or reimbursed by an 12 individual, including a candidate without a personal campaign committee who is 13 serving as his or her own treasurer, or for which an individual assumes 14 responsibility, whether by the acceptance of a contribution or by the making of a 15 disbursement, shall be identified by the words "Paid for by" followed by the name of 16 the candidate or other individual making the payment or reimbursement or 17 assuming responsibility for the communication, and an Internet site or telephone 18 number where the individual making payment or reimbursement or assuming 19 responsibility for the communication may be contacted. No abbreviation may be 20 used in identifying the name of a committee or group under this paragraph.

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SECTION 2. 11.30 (2) (dm) of the statutes is created to read:

SENATE BILL 281

1	11.30 (2) (dm) A committee, group, or individual making payment or
2	reimbursement or assuming responsibility for a radio communication shall ensure
3	that the information required to be communicated under pars. (a) to (c) is spoken at
4	the beginning and end of the communication. A committee, group, or individual
5	making payment or reimbursement or assuming responsibility for a television
6	communication shall ensure that the information required to be communicated
7	under pars. (a) to (c) appears on the screen during the full length of any television
8	communication over the full width of the screen, and is readable to viewers of the
9	communication.
10	SECTION 3. 11.30 (2) (em) of the statutes is amended to read:
11	11.30 (2) (em) The source of each printed advertisement, billboard, handbill,
12	paid television or radio advertisement or other communication made for the purpose
13	of influencing the recall from or retention in office of an individual holding a state
14	or local office shall clearly appear thereon in the manner prescribed in pars. (b) and .
15	(c) <u>, and (dm)</u> .
16	SECTION 4. Initial applicability.
17	(1) This act first applies with respect to communications made on and after the

18 effective date of this subsection.

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(END)