



State of Wisconsin  
2011 - 2012 LEGISLATURE



LRB-3382/1  
JTK:med:jf

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

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### ***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

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

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

1           **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.

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

