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CHAPTER 307.

AN ACT to amend 12.14 (1) and 12.15 (1) of the statutes, relating to certain political advertising.

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

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

12.14 (1) (a) No publisher of a newspaper or other periodical * * * shall publish, either in the advertising column of such newspaper or periodical or elsewhere therein, * * * 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 * * * is printed * * * the words "*Advertisement To Be Paid For*" or "*Paid Advertisement*", as the case is, and the name, given and

surname, and address of the candidate in whose behalf the matter is inserted, * * * and of any other person, if any, authorizing the publication * * * and the name, given and surname, of the author thereof.

(b) No licensee, agent or employe of any radio or television station shall broadcast or cause to be 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 an announcement shall be made at either the beginning or conclusion of any program in which such material is used that the time is paid for and shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf payment for such services is made or is to be made and the full name of any candidate on whose behalf the matter is broadcast.

SECTION 2. 12.15 (1) of the statutes is amended to read:

12.15 (1) (a) No owner, publisher, editor, reporter, * * * agent or employe of any newspaper or other periodical * * * 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, * * * agent or employe, directly or indirectly, for influencing or attempting to influence through any matter printed in such newspaper * * * any voting at any election or primary through any means whatsoever, except through the matter published * * * as "Advertisement To Be Paid For" or "Paid Advertisement", as the case is, and so designated as provided by law.

(b) No licensee, agent or employe 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 licensee, agent or employe, directly or indirectly, for influencing or attempting to influence through any matter broadcast from such facilities any voting at any election or primary through any means whatsoever, except through matter broadcast as provided in Section 12.14 (1) (b) of the statutes.

Approved June 6, 1951.
