



2013 ASSEMBLY BILL 501

November 12, 2013 - Introduced by Representatives BERNARD SCHABER, BERCEAU, BIES, DOYLE, HEBL, HINTZ, JOHNSON, KOLSTE, OHNSTAD, RINGHAND, SINICKI, C. TAYLOR, WACHS and WRIGHT, cosponsored by Senators HARRIS, C. LARSON, LASSA and LEHMAN. Referred to Committee on Campaigns 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.

Analysis by the Legislative Reference Bureau

Under current law, 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.

Under the bill, each political 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. Also under the bill, 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; 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 a misdemeanor and may be fined not more than \$1,000 or imprisoned for not more than six months, or both.

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

ASSEMBLY BILL 501**SECTION 1**

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:

22 11.30 **(2)** (dm) 1. A committee, group, or individual making payment or
23 reimbursement or assuming responsibility for a radio communication shall ensure
24 that the information required to be communicated under pars. (a) to (c) is spoken at
25 the beginning and end of the communication.

