

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19

H.828

Introduced by Representatives Gannon of Wilmington, Brumsted of  
Shelburne, Gardner of Richmond, Harrison of Chittenden, and  
Townsend of South Burlington

Referred to Committee on

Date:

Subject: Elections; campaign finance; electioneering communications; mass  
media activities; local election reports

Statement of purpose of bill as introduced: This bill proposes to amend  
campaign finance provisions relating to electioneering communications and  
mass media activities to address electronic, digital, and social media  
communications, and to require that local candidates file an additional report  
on the Friday preceding a local election.

An act relating to disclosures in campaign finance law

It is hereby enacted by the General Assembly of the State of Vermont:

Sec. 1. 17 V.S.A. chapter 61 is amended to read:

CHAPTER 61. CAMPAIGN FINANCE

Subchapter 1. General Provisions

§ 2901. DEFINITIONS

1 As used in this chapter:

2 \* \* \*

3 (6) “Electioneering communication” means any communication that  
4 refers to a clearly identified candidate for office and that promotes or supports  
5 a candidate for that office or attacks or opposes a candidate for that office,  
6 regardless of whether the communication expressly advocates a vote for or  
7 against a candidate, including communications published in any newspaper or  
8 periodical or broadcast on radio or television or over the Internet or any public  
9 address system; placed on any billboards, outdoor facilities, buttons, or printed  
10 material attached to motor vehicles, window displays, posters, cards,  
11 pamphlets, leaflets, flyers, or other circulars; or contained in any direct  
12 mailing, robotic phone calls, or mass e-mails electronic or digital  
13 communications.

14 \* \* \*

15 (11) “Mass media activity” means a television commercial, radio  
16 commercial, mass mailing, mass electronic or digital communication, social  
17 media advertisement, literature drop, newspaper or periodical advertisement,  
18 robotic phone call, or telephone bank, that includes the name or likeness of a  
19 clearly identified candidate for office.

20 \* \* \*

21 Subchapter 4. Reporting Requirements; Disclosures

1

\* \* \*

2

§ 2968. CAMPAIGN REPORTS; LOCAL CANDIDATES

(a) Each candidate for local office who has rolled over any amount of surplus into his or her new campaign or who has made expenditures or accepted contributions of \$500.00 or more since the last local election for that office shall file with the Secretary of State campaign finance reports 30 days before, 10 days before, ~~on the Friday before,~~ *four days before,* and two weeks after the local election.

3

\* \* \*

4

§ 2972. IDENTIFICATION IN ELECTIONEERING COMMUNICATIONS

5

(a) An electioneering communication shall contain the name and mailing address of the person, candidate, political committee, or political party that paid for the communication. The name and address shall appear prominently and in a manner such that a reasonable person would clearly understand by whom the expenditure has been made, except that:

10

(1) An audio electioneering communication ~~transmitted through radio~~ and paid for by a candidate does not need to contain the candidate's address.

12

(2) An electioneering communication paid for by a person acting as an agent or consultant on behalf of another person, candidate, political committee, or political party shall clearly designate the name and mailing address of the person, candidate, political committee, or political party on whose behalf the

15

1 communication is published or broadcast.

2 (b) If an electioneering communication is a related campaign expenditure  
3 made on a candidate's behalf as provided in section 2944 of this chapter, then  
4 in addition to other requirements of this section, the communication shall also  
5 clearly designate the candidate on whose behalf it was made by including  
6 language such as "on behalf of" such candidate.

7 (c)(1) In addition to the identification requirements in subsections (a) and  
8 (b) of this section, an electioneering communication paid for by or on behalf  
9 of a political committee or political party shall contain the name of any  
10 contributor who contributed more than 25 percent of all contributions and  
11 more than \$2,000.00 to that committee or party since the beginning of the two-  
12 year general election cycle in which the electioneering communication was  
13 made to the date on which the expenditure for the electioneering  
14 communication was made.

15 (2) For the purposes of this subsection, a political committee or political  
16 party shall be treated as having made an expenditure if the committee or party  
17 or person acting on behalf of the committee or party has executed a contract to  
18 make the expenditure.

19 (d) In order to meet the identification requirements of this section, a small  
20 text-based online electioneering communication may provide the required  
21 identification information by using an automatic display within the online

1 electioneering communication that takes the reader directly to the required  
2 identification.

3 (1) Such an automatic display shall be clear and conspicuous,  
4 unavoidable, and immediately visible; remain visible for at least four seconds;  
5 and display a color contrast so as to be legible.

6 (2) Examples of a permissible automatic display include a nonblockable  
7 pop-up, a rollover, a separate text box or hyperlink that automatically appears  
8 with or in the online electioneering communication and that automatically  
9 takes the reader to the required identification upon being clicked, and any  
10 other similar mechanism that provides the identification information required  
11 by this section.

12 (e) The identification requirements of this section shall not apply to lapel  
13 stickers or buttons, nor shall they apply to electioneering communications  
14 made by a single individual acting alone who spends, in a single two-year  
15 general election cycle, a cumulative amount of ~~no~~ not more than \$150.00 on  
16 those electioneering communications, adjusted for inflation pursuant to the  
17 Consumer Price Index as provided in section 2905 of this chapter.

18 Sec. 2. EFFECTIVE DATE

19 This act shall take effect on December 14, 2018.