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H.686

An act relating to expanding identification of certain lobbying advertisements

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

Sec. 1. 2 V.S.A. § 261 is amended to read:

§ 261. DEFINITIONS

As used in this chapter:

* * *

(9) “Lobby” or “lobbying” means:

(A) to communicate ~~orally or in writing~~ with any legislator or administrative official for the purpose of influencing legislative or administrative action;

(B) solicitation of others to influence legislative or administrative action;

(C) an attempt to obtain the goodwill of a legislator or administrative official by communications or activities with that legislator or administrative official intended ultimately to influence legislative or administrative action; or

(D) activities sponsored by an employer or lobbyist on behalf of or for the benefit of the members of an interest group, if a principal purpose of the activity is to enable such members to communicate ~~orally~~ with one or more

1 legislators or administrative officials for the purpose of influencing legislative
2 or administrative action or to obtain their goodwill.

3 * * *

4 Sec. 2. 2 V.S.A. § 264c is amended to read:

5 § 264c. IDENTIFICATION IN AND REPORT OF CERTAIN LOBBYING
6 ADVERTISEMENTS

7 (a) Identification.

8 (1) An advertisement that is intended, designed, or calculated to
9 influence legislative action or to solicit others to influence legislative action
10 and that is made at any time ~~prior to final adjournment of a biennial or~~
11 ~~adjourned legislative session~~ shall contain the name of any lobbyist, lobbying
12 firm, or lobbyist employer that made an expenditure for the advertisement and
13 language that the advertisement was paid for, or paid in part, by the lobbyist,
14 lobbying firm, or lobbyist employer; provided, however:

15 * * *

16 (c) Definitions. As used in this section:

17 (1) "Advertisement" means a notice or communication that:

18 (A) appears in any ~~of the following~~ public media: including radio,
19 television, newspapers ~~or~~ and other periodicals, or ~~internet~~ websites; or

20 (B) is widely disseminated to the public, including mass mailings,
21 robotic phone calls, and paid internet communications.

1 (2) “Advertising campaign” means advertisements substantially similar
2 in nature, regardless of the media in which they are placed.

3 Sec. 3. EFFECTIVE DATE

4 This act shall take effect on July 1, 2026.