

1

H.686

2 An act relating to expanding identification of certain lobbying
3 advertisements

4 The Senate proposes to the House to amend the bill by striking out all after

5 the enacting clause and inserting in lieu thereof the following:

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

7 § 261. DEFINITIONS

8 As used in this chapter:

9

* * *

10 (9) "Lobby" or "lobbying" means:

11 (A) to communicate ~~orally or in writing~~ with any legislator or

12 administrative official for the purpose of influencing legislative or

13 administrative action;

14 (B) solicitation of others to influence legislative or administrative

15 action;

16 (C) an attempt to obtain the goodwill of a legislator or administrative

17 official by communications or activities with that legislator or administrative

18 official intended ultimately to influence legislative or administrative action; or

19 (D) activities sponsored by an employer or lobbyist on behalf of or

20 for the benefit of the members of an interest group, if a principal purpose of the

21 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 (b) Report.

17 (1) In addition to any other reports required to be filed under this
18 chapter, a lobbyist, lobbying firm, or lobbyist employer shall file an
19 advertisement report with the Secretary of State if he, she, or it makes an
20 expenditure or expenditures:

1 (A) for any advertisement that is described in subsection (a) of this
2 section and that has a cost totaling \$1,000.00 or more; or

3 (B) for any advertising campaign that contains advertisements
4 described in subsection (a) of this section and that has a cost totaling \$1,000.00
5 or more.

6 (2) The report shall be made for each advertisement or advertising
7 campaign described in subdivision (1) of this subsection and shall identify:

8 (A) the lobbyist, lobbying firm, or lobbyist employer that made the
9 expenditure;

10 (B) the amount and date of the expenditure and to whom it was paid;
11 and

12 (C) a brief description of the advertisement or advertising campaign,
13 including:

14 (i) any enacted or introduced bill or any issue featured in the
15 advertisement or advertising campaign;

16 (ii) any specific person featured in the advertisement or
17 advertising campaign; and

18 (iii) whether the intent or content in the advertisement or
19 advertising campaign offers an opinion of support, opposition, or neutrality on
20 a bill, issue, or person.

1 (3) Notwithstanding subdivision (1) of this subsection, an advertisement
2 report need not be filed if the lobbyist, lobbying firm, or lobbyist employer has
3 already filed the necessary reports and disclosures required under 17 V.S.A.
4 chapter 61, subchapter 4, for the same advertisement or advertisement
5 campaign.

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

7 (1) “Advertisement” means a notice that appears in any of the following
8 public media: radio, television, newspapers or other periodicals, or internet
9 websites.

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

12 Sec. 3. EFFECTIVE DATE

13 This act shall take effect on passage.