
DIGEST

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HB 540 Original

2026 Regular Session

Knox

Abstract: Requires digital materials to contain the same disclosures required of electioneering communications.

Present law provides for disclosures required on electioneering communications whenever any person, political committee, entity or organization makes a disbursement for the purpose of the financing the electioneering communication.

Proposed law retains present law and requires the same disclosures on digital materials financed through a disbursement from any person, political committee, entity or organization.

Present law provides that if the communication is paid for and authorized by a candidate, an authorized political committee of a candidate, or its agents, it shall clearly state that the communication has been paid for by such authorized political committee. The name of the political committee paying for the communication shall be given in full and no acronyms shall be used.

Proposed law retains present law and applies the same to digital materials.

Present law provides that if the communication is paid for by other persons, but authorized by a candidate, an authorized political committee of a candidate, or its agents, it shall clearly state that the communication is paid for by such other persons and authorized by such authorized political committee. The name of the authorized political committee shall be given in full and no acronyms shall be used.

Proposed law retains present law and applies the same to digital materials.

Present law provides that if the communication is not authorized by a candidate, a political committee of a candidate, or its agents, it shall clearly state the (i) name, (ii) physical address (not post office box), and (iii) telephone number and the world-wide web address if available of the person, committee, entity or organization who paid for the communication and state that the communication is not authorized by any candidate or candidate committee. The name of the payer shall be given in full and no acronyms shall be used.

Proposed law retains present law and applies the same to digital materials.

Present law defines "electioneering communication" as any broadcast, cable, or satellite communication that refers to a legally qualified candidate for elected office and is broadcast within

60 days before any election in which such candidate is on the ballot.

Proposed law retains present law.

Present law defines "digital material" as any material or communication that, for a fee, is placed or promoted on a public facing website, web application, or digital application, including a social network, advertising network, or search engine.

Proposed law retains present law.

Present law provides that an affected candidate or voter shall be entitled to an injunction to restrain future violations of present law.

Proposed law retains present law and applies the same to proposed law.

Present law provides that whoever violates any provision of present law shall be fined not more than \$2,000 or be imprisoned, with or without hard labor, for not more than two years, or both.

Proposed law retains present law and applies the same penalties to a violation of proposed law.

(Amends R.S. 18:1463(C)(2))