

RÉSUMÉ DIGEST

ACT 652 (HB 540)

2026 Regular Session

Knox

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

New law requires the same disclosures on digital materials that refer to a legally qualified candidate for elected office and that are broadcast within 60 days before any election in which the candidate is on the ballot and financed through a disbursement from any person, political committee, entity, or organization.

Existing law provides for the following:

- (1) 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.
- (2) 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.
- (3) If the communication is not authorized by a candidate, a political committee of a candidate, or its agents, it shall clearly state the name, physical address (not post office box), and 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.

New law applies the same requirements to digital materials that refer to a legally qualified candidate for elected office and that are broadcast within 60 days before any election in which the candidate is on the ballot.

Existing 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.

Existing 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.

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

New law applies existing law to new law.

Existing law provides that whoever violates any provision of existing 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.

New law applies existing law penalties to new law.

Effective August 1, 2026.

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