

2025 Regular Session

SENATE BILL NO. 197

BY SENATOR STINE

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

ELECTION DAYS. Provides for requirements on celebrity endorsements for elections.
(8/1/25)

1 AN ACT

2 To enact R.S. 18:1463(C)(2)(d), 1483(25) and (26), 1495.4(I) and 1495.5(F), relative to
3 requirements for celebrity endorsements for elections; to provide for political
4 materials relative to celebrity endorsements; to provide definitions for celebrity
5 endorsements; to provide for reporting of celebrity endorsements; to provide for the
6 content of celebrity endorsement reports; and to provide for related matters.

7 Be it enacted by the Legislature of Louisiana:

8 Section 1. R.S. 18:1463(C)(2)(d), 1483(25) and (26), 1495.4(I) and 1495.5(F) are
9 hereby enacted to read as follows:

10 §1463. Political Material; ethics; prohibitions

11 * * *

12 (C)(1) * * *

13 (2) Whenever any person, political committee, entity or organization makes
14 a disbursement for the purpose of the financing of any electioneering
15 communication, such communication shall comply with the following items under
16 the following circumstances:

17 * * *

1 (d)(i) If the communication is from a celebrity endorsement as defined
2 in R.S. 18:1483(26), it shall clearly state the communication is from a celebrity
3 that has been paid by the candidate, their political committee of a candidate, or
4 its agents.

5 (ii) If the communication is from a celebrity endorsement paid for by
6 another person, but authorized by a candidate, a political committee of a
7 candidate, or its agents, it shall clearly state that the communication from the
8 celebrity is paid for by another person and is authorized by a political
9 committee.

10 (iii) If the communication from a celebrity endorsement is not authorized
11 by a candidate, a political committee of a candidate, or its agents, it shall clearly
12 state the name, physical address, and telephone number and the world-wide
13 web address if available of the person, committee, entity or organization who
14 paid for the celebrity endorsement communication and state the communication
15 is not authorized by any candidate or candidate committee.

16 * * *

17 §1483. Definitions

18 As used in this Chapter, the following terms shall have the meanings given
19 to each in this Section unless the context clearly indicates otherwise:

20 * * *

21 (25) A celebrity is a person or public figure who is widely recognized,
22 admired, or famous, often due to their achievements or presence in the public
23 eye at a national, regional or local level.

24 (26) A paid celebrity endorsement is when a person or public figure is
25 compensated financially to promote or advertise a ballot initiative, political
26 candidate, issue, political party, or proposition, either directly or indirectly.

27 * * *

28 §1495.4. Reports required; reporting times and periods; extension

29 * * *

I. Notwithstanding any other provision of this Section to the contrary, any candidate who makes an expenditure to a celebrity for an endorsement as defined in R.S. 18:1483(25) and (26) shall report such expenditure in accordance with the reporting requirements as set forth in R.S. 18:1495.4(B), (C) and (D) and shall include the information required as set forth in R.S. 18:1495.5(A) and (F).

* * *

§1495.5 Reports; contents

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F. Any expenditure by a candidate or the candidate's committee for a celebrity endorsement as defined in R.S. 18:1483(25) and (26) shall be included in the reports as required in R.S. 18:1495.5(A) and (B)(11), (12) and (13). The report of the expenditure for a celebrity endorsement shall also include the dollar amount of the expenditure, the name of the celebrity paid for the endorsement, the date on which payment was made, and the nature of the communication given by the celebrity endorsing the candidate.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Senate Legislative Services. The keyword, summary, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

SB 197 Original

DIGEST
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Stine

Proposed law provides that if a communication is from a celebrity endorsement paid for by the candidate, their political committee, or its agents, that it shall clearly state that the celebrity has been paid by the candidate, their political committee, or its agents.

Proposed law provides that if a communication is from a celebrity endorsement that was paid for by other persons but authorized by a candidate, a political committee of a candidate, or its agents, it shall clearly state the communication from the celebrity is paid for by other such persons authorized by the political committee.

Proposed law provides that if the communication from the celebrity is not authorized by a candidate, a political committee of a candidate, or its agents, it shall clearly state the name, physical address, telephone number, and world-wide web address if available of the person committee, entity, or organization who paid for the celebrity endorsement.

Proposed law provides definitions for celebrity and celebrity endorsement.

Proposed law provides requirements for reporting an expenditure of funds for a celebrity endorsement.

Proposed law provides requirements for what information shall be included in the report for the expenditure of funds for a celebrity endorsement.

Effective August 1, 2025.

(Adds R.S. 18:1463(C)(2)(d), 1483(25) and (26), 1495.4(I) and 1495.5(F))