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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)]

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	DIGEST	
SB 197 Original	2025 Regular Session	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))