

1 SB343
2 106238-2
3 By Senator Little (T)
4 RFD: Constitution, Campaign Finance, Ethics, and Elections
5 First Read: 02-FEB-10

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8 SYNOPSIS: Currently, a paid political advertisement
9 must be clearly identified as a paid advertisement
10 and give the identification of the person or
11 committee that paid for the advertisement.

12 This bill would include telephone callings
13 made for the purposes of influencing the vote of
14 the recipient of the call within the requirement
15 for identification.

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17 A BILL
18 TO BE ENTITLED
19 AN ACT

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21 To amend Section 17-5-12, Code of Alabama 1975,
22 relating to the identification of paid political advertising,
23 to include campaign telephone callings within the requirement
24 for identification.

25 BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

26 Section 1. Section 17-5-12, Code of Alabama 1975, is
27 amended to read as follows:

1 "§17-5-12.

2 "(a) Any paid political advertisement appearing in
3 any print media or broadcast on any electronic media and any
4 paid campaign telephone callings shall be clearly identified
5 or marked as a paid political advertisement and provide the
6 identification required by Section 17-5-2(a) (5). It shall be
7 unlawful for any person, candidate, principal campaign
8 committee, or political action committee to broadcast,
9 publish, ~~or~~ circulate any campaign literature or political
10 advertisement, or cause a campaign telephone callings to be
11 made, without a notice appearing on the face or front page of
12 any printed matter, or broadcast at the beginning or end of a
13 radio or television spot, or campaign telephone callings,
14 stating that the communication was a paid political
15 advertisement and giving the identification of the person,
16 principal campaign committee, or political action committee
17 that paid for or otherwise authorized such communication."

18 "(b) As used in this section, "campaign telephone
19 calling" means a telephone call made for consideration for the
20 purpose of influencing the vote of the recipient of the call.
21 The term includes automated telephone callings and callings by
22 an individual or individuals for compensation."

23 Section 2. This act shall become effective on the
24 first day of the second month following its passage and
25 approval by the Governor, or its otherwise becoming law.