

1 State of Arkansas  
2 93rd General Assembly  
3 Regular Session, 2021  
4

# A Bill

SENATE BILL 691

5 By: Senator K. Hammer  
6 By: Representative Beck  
7

## For An Act To Be Entitled

9 AN ACT TO IDENTIFY PAID ADVERTISEMENTS FUNDED BY  
10 TAXPAYER FUNDS; TO AMEND ARKANSAS LAW CONCERNING  
11 ADVERTISING USING THE IMAGE OR VOICE OF AN ELECTED  
12 OFFICIAL; AND FOR OTHER PURPOSES.  
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## Subtitle

15 TO IDENTIFY PAID ADVERTISEMENTS FUNDED  
16 BY TAXPAYER FUNDS; AND TO AMEND ARKANSAS  
17 LAW CONCERNING ADVERTISING USING THE  
18 IMAGE OR VOICE OF AN ELECTED OFFICIAL.  
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22 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:  
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24 SECTION 1. Arkansas Code Title 25, Chapter 1, Subchapter 1, is amended  
25 to add an additional section to read as follows:

26 25-1-125. Taxpayer funds used for advertisement.

27 (a)(1) All articles, statements, or communications using the image of  
28 an elected official appearing in any newspaper printed or circulated in this  
29 state for the publication of which a consideration is paid or to be paid for  
30 by federal, state, or county taxpayer funds shall clearly contain the words:

31 (A) "Paid advertisement" or "paid ad" and the name of the  
32 state entity, county, or constitutional officer that paid for the ad; or

33 (B) "Paid for by", "sponsored by", or "furnished by" and  
34 the name of the state entity, county, or constitutional officer that paid for  
35 the advertisement.

36 (2) Both the person submitting the articles, statements, or



1 communications and the elected official whose image is used shall be  
2 responsible for including the required disclaimer.

3 (b)(1) All articles, statements, or communications using the image or  
4 voice of an elected official appearing in any radio, television, or any other  
5 electronic medium for the publication of which a consideration is paid or to  
6 be paid for by federal, state, or county taxpayer funds shall clearly contain  
7 the words:

8 (A) "Paid advertisement" or "paid ad" and the name of the  
9 state entity, county, or constitutional officer that paid for the  
10 advertisement; or

11 (B) "Paid for by", "sponsored by", or "furnished by" and  
12 the name of the state entity, county, or constitutional officer that paid for  
13 the advertisement.

14 (2) Both the person placing the articles, statements, or  
15 communications and the elected official whose image or voice is used shall be  
16 responsible for including the required disclaimer.

17 (c) This section does not apply to:

18 (1) Articles, statements, or communications intended or  
19 calculated to influence the vote of any elector in any election and subject  
20 to the restrictions under § 7-1-103; or

21 (2) Political advertisements, articles, statements, or  
22 communications paid for by a candidate for elective office if the political  
23 advertisements, articles, statements, or communications are paid for with the  
24 candidate's campaign funds and not state funds.

25 (d) Any citizen may file a complaint with the Arkansas Ethics  
26 Commission against an elected official who violates this section.

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29 **APPROVED: 4/29/21**