



# 130th MAINE LEGISLATURE

## FIRST SPECIAL SESSION-2021

---

Legislative Document

No. 1726

---

S.P. 571

In Senate, May 19, 2021

### An Act To Increase Transparency in Political Communications

---

Reference to the Committee on Veterans and Legal Affairs suggested and ordered printed.

A handwritten signature in black ink, appearing to read 'D M Grant'.

DAREK M. GRANT  
Secretary of the Senate

Presented by President JACKSON of Aroostook.

1 **Be it enacted by the People of the State of Maine as follows:**

2 **Sec. 1. 21-A MRSA §1014, sub-§3-B**, as amended by PL 2007, c. 443, Pt. A, §9,  
3 is further amended to read:

4 **3-B. Newspapers.** A newspaper may not publish a communication described in  
5 subsections 1 to 2-A without including the disclosure required by this section. For purposes  
6 of this subsection, "newspaper" includes any printed material intended for general  
7 circulation or to be read by the general public, including a version of the newspaper  
8 displayed on a website owned or operated by the newspaper. "Newspaper" does not include  
9 a communication under subsection 5-A. When necessary, a newspaper may seek the advice  
10 of the commission regarding whether or not the communication requires the disclosure.

11 **Sec. 2. 21-A MRSA §1014, sub-§5-A** is enacted to read:

12 **5-A. Communication in the guise of news.** A communication in the guise of news  
13 that otherwise meets the criteria of subsection 1, 2 or 2-A or Internet and e-mail activities  
14 costing less than \$100, as excluded by rule of the commission, published or paid for by an  
15 individual who is not required to register or file campaign finance reports with the  
16 commission and who is employed by a candidate, candidate's authorized campaign  
17 committee, party committee, political action committee or ballot question committee or an  
18 agent of a candidate, candidate's authorized campaign committee, party committee,  
19 political action committee or ballot question committee must disclose in an audio or video  
20 communication or at the top of the page of a printed, e-mail or Internet post communication  
21 "PAID FOR BY (insert name of employer)." If the communication is a printed, e-mail or  
22 Internet post communication, the disclosure must be in capital letters and in at least 12-  
23 point bold font.

## 24 SUMMARY

25 This bill provides that a political communication that is in the guise of news that  
26 otherwise meets the criteria of political communication or is an Internet or e-mail activity  
27 costing less than \$100 published or paid for by an individual employed by a candidate,  
28 candidate's authorized campaign committee, party committee, political action committee  
29 or ballot question committee or an agent of a candidate, candidate's authorized campaign  
30 committee, party committee, political action committee or ballot question committee must  
31 disclose in an audio or video communication or at the top of the page of a printed, e-mail  
32 or Internet post communication "PAID FOR BY (insert name of employer)." If the  
33 communication is a printed, e-mail or Internet post communication, the disclosure must be  
34 in capital letters and in at least 12-point bold font.