

TENNESSEE GENERAL ASSEMBLY
FISCAL REVIEW COMMITTEE



FISCAL MEMORANDUM

SB 1635 – HB 1847

March 12, 2018

SUMMARY OF ORIGINAL BILL: Requires political communications, advertisements, and solicitations made through social media platforms to include certain identifying information in a clear and conspicuous manner.

FISCAL IMPACT OF ORIGINAL BILL:

NOT SIGNIFICANT

SUMMARY OF AMENDMENT (014843): Deletes and rewrites all language after the enacting clause such that the only substantive change authorizes an online political advertisement to include a hyperlink to a website containing the required disclaimer if size and text limitations within the advertisement are a factor, or post such disclaimer on the account's profile.

FISCAL IMPACT OF BILL WITH PROPOSED AMENDMENT:

Unchanged from the original fiscal note.

Assumptions for the bill as amended:

- Under current law, pursuant to Tenn. Code Ann. 2-19-120(a), political communications, advertisements, and solicitations for contributions must identify who paid for the communication, advertisement, or solicitation, and if approved by the candidate.
- Violation of the identification requirements is a class C misdemeanor, pursuant to Tenn. Code Ann. § 2-19-120(c); however, there will not be a sufficient number of prosecutions for state or local government to experience any significant increase in revenue or expenditures.
- Extending the identification requirements currently set for other forms of political communication to those made through social media platforms will not result in any significant fiscal impact to state or local government.

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CERTIFICATION:

The information contained herein is true and correct to the best of my knowledge.



Krista M. Lee, Executive Director

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