

118TH CONGRESS
2D SESSION

H. R. 8172

To amend the Federal Election Campaign Act of 1971 to require certain online platforms which display political advertisements to display with the advertisement a notice identifying the sponsor of the advertisement and to ensure that the notice will continue to be presented in the advertisement if a viewer of the advertisement shares the advertisement with others on that platform.

IN THE HOUSE OF REPRESENTATIVES

APRIL 30, 2024

Mr. GOLDEN of Maine introduced the following bill; which was referred to the Committee on House Administration

A BILL

To amend the Federal Election Campaign Act of 1971 to require certain online platforms which display political advertisements to display with the advertisement a notice identifying the sponsor of the advertisement and to ensure that the notice will continue to be presented in the advertisement if a viewer of the advertisement shares the advertisement with others on that platform.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Consistent Labeling
3 for Political Ads Act”.

4 **SEC. 2. REQUIRING ONLINE PLATFORMS TO DISPLAY NO-**
5 **TICES IDENTIFYING SPONSORS OF POLIT-**
6 **ICAL ADVERTISEMENTS AND TO ENSURE NO-**
7 **TICES CONTINUE TO BE PRESENT WHEN AD-**
8 **VERTISEMENTS ARE SHARED.**

9 (a) REQUIREMENT.—Section 304 of the Federal
10 Election Campaign Act of 1971 (52 U.S.C. 30104) is
11 amended by adding at the end the following new sub-
12 section:

13 “(j) ENSURING DISPLAY AND SHARING OF SPONSOR
14 IDENTIFICATION IN ONLINE POLITICAL ADVERTISE-
15 MENTS.—

16 “(1) REQUIREMENT.— An online platform dis-
17 playing a qualified political advertisement shall—

18 “(A) display with the advertisement a visi-
19 ble notice identifying the sponsor of the adver-
20 tisement (or, if it is not practical for the plat-
21 form to display such a notice, a notice that the
22 advertisement is sponsored by a person other
23 than the platform); and

24 “(B) ensure that the notice will continue to
25 be displayed if a viewer of the advertisement

1 shares the advertisement with others on that
2 platform.

3 “(2) DEFINITIONS.—

4 “(A) ONLINE PLATFORM.—For purposes
5 of this subsection, the term ‘online platform’
6 means any public-facing website, web applica-
7 tion, or digital application (including a social
8 network, ad network, or search engine) which—

9 “(i) sells qualified political advertise-
10 ments; and

11 “(ii) has 50,000,000 or more unique
12 monthly United States visitors or users for
13 a majority of months during the preceding
14 12 months.

15 “(B) QUALIFIED POLITICAL ADVERTISE-
16 MENT.—For purposes of this subsection, the
17 term ‘qualified political advertisement’ means
18 any advertisement (including search engine
19 marketing, display advertisements, video adver-
20 tisements, native advertisements, and sponsor-
21 ships) that—

22 “(i) is made by or on behalf of a can-
23 didate; or

1 “(ii) communicates a message relating
2 to any political matter of national impor-
3 tance, including—

4 “(I) a candidate;

5 “(II) any election to Federal of-
6 fice; or

7 “(III) a national legislative issue
8 of public importance.”.

9 (b) **EFFECTIVE DATE.**—The amendment made by
10 subsection (a) shall apply with respect to advertisements
11 displayed on or after the 120-day period which begins on
12 the date of the enactment of this Act.

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