

MAINE STATE LEGISLATURE

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FIRST REGULAR SESSION

ONE HUNDRED AND TENTH LEGISLATURE

Legislative Document

No. 1161

H. P. 973

House of Representatives, March 9, 1981

Referred to the Committee on Election Laws. Sent up for concurrence and ordered printed.

EDWIN H. PERT, Clerk

Presented by Representative Prescott of Hampden.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED AND EIGHTY-ONE

AN ACT to Require Identification of an Individual Speaking in a Televised Paid Political Advertisement.

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

Sec. 1. 21 MRSA § 1394-A is enacted to read:

§ 1394-A. **Identification of an individual speaking in a televised paid political advertisement**

In any television broadcast made in accordance with section 1394, it shall be the responsibility of the person making or financing the expenditure to provide a written visual announcement disclosing the identity of each individual speaking in the broadcast. This disclosure shall conspicuously appear under the speaker's picture and shall contain the following:

1. **Name.** The speaker's name as it appears in the voter registration list of his municipality. If the speaker is not a registered voter, his legal name shall appear. If the speaker is an actor whose professional name is different from his legal name, his professional name shall appear; and

2. **Residence.** The municipality in which the speaker resides.

Sec. 2. 21 MRSA § 1416-A is enacted to read:

§ 1416-A. **Identification of persons making statements**

In any television broadcast made in accordance with section 1416, it shall be the responsibility of the person making or financing the expenditure to provide a written visual announcement disclosing the identity of each individual speaking in the broadcast. This disclosure shall conspicuously appear under the speaker's picture and shall contain the following:

- 1. Name. The speaker's name as it appears in the voter registration list in his municipality. If the speaker is not a registered voter, his legal name shall appear. If the speaker is an actor whose professional name is different from his legal name, his professional name shall appear; and**
- 2. Residence. The municipality in which the speaker resides.**

STATEMENT OF FACT

The purpose of this bill is to require identification by name and residence of an individual speaking in a paid political television advertisement.