

MAINE STATE LEGISLATURE

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117th MAINE LEGISLATURE

FIRST REGULAR SESSION-1995

Legislative Document

No. 1223

S.P. 450

In Senate, April 6, 1995

**An Act to Reform Campaign Financing by Changing the Nature of
Television Advertising by Candidates.**

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

A handwritten signature in cursive script that reads "May M. Ross".

MAY M. ROSS
Secretary of the Senate

Presented by Senator CIANCHETTE of Somerset.

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

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Sec. 1. 21-A MRSA §1015-B is enacted to read:

§1015-B. Prohibition on television advertising

1. Definitions. As used in this section, unless the context otherwise indicates, the following terms have the following meanings.

A. "Television advertising" or "advertise on television" means television exposure of a candidate, a candidate's ideas or persons endorsing the ideas or candidacy of an individual identified in the television footage, that has been purchased by the candidate, the candidate's political committee or committees, the candidate's party or the candidate's immediate family.

2. Televising advertising prohibited. A candidate for election to the office of Governor, United States Senator, United States Representative, State Senator or State Representative and that candidate's political committee or committees, the candidate's party and the candidate's immediate family may not advertise on television.

3. Television exposure. The Maine Public Broadcasting Corporation shall provide blocks of time for television exposure for candidates as follows.

A. The Secretary of State shall specify the maximum number of hours for candidate exposure, which may include debates, individual speeches or other formats, but not repetitive taped advertisements.

B. Television exposure under this subsection may begin no more than 3 weeks before a primary election or 6 weeks before a general election.

C. Time must be allocated and made available equally among candidates for the same office.

D. The Secretary of State must devise a schedule for allocation of time based on the number of hours available, the proportionate allocation of time based on the size of the electorate with more time in descending order for an election for Governor, United States Senator, United States Representative, State Senator and State Representative. The number of candidates for the office must be considered as well.

2 E. Candidates must appear personally and may not be
3 represented by a campaign spokesperson or other surrogates.

4 4. Other debates permitted. Nothing in this section limits
5 participation by candidates in other televised debates or
6 candidate forums on private or public television that:

8 A. Are open to participation by all candidates for a
9 particular office; and

10 B. Are not paid for by a candidate, a candidate's political
11 committee or committees or a candidate's immediate family.

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STATEMENT OF FACT

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18 This bill reforms the campaign finance laws by prohibiting
19 candidates for the offices of Governor, United States Senator,
20 United States Representative, State Senator and State
21 Representative from including paid television advertising in
22 their campaigns. The bill provides for television exposure on
23 Maine Public Broadcasting Corporation in debates or other formats
24 that may be aired no more than 3 weeks before a primary election
 or 6 weeks before a general election.