



119th MAINE LEGISLATURE

FIRST REGULAR SESSION-1999

Legislative Document

No. 1257

S.P. 420

In Senate, February 16, 1999

An Act to Regulate Push Polling.

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

Horen

JOY J. O'BRIEN Secretary of the Senate

Presented by Senator BENNETT of Oxford. Cosponsored by Representative GLYNN of South Portland and Senators: AMERO of Cumberland, DAGGETT of Kennebec, FERGUSON of Oxford, Representatives: GAGNE of Buckfield, THOMPSON of Naples.

	Be it enacted by the People of the State of Maine as follows:
2	Sec. 1. 21-A MRSA §1014-B is enacted to read:
4	
	<u>§1014-B. Push polling</u>
б	
	Any person conducting a push poll on the telephone for any
8	candidate for office shall disclose the name and address of the
	organization or company conducting the poll, the name and address
10	of the person or organization who financed the expenditure for
	the poll and, if the poll is authorized by the candidate, the
12	name of the candidate and the office for which the candidate is
	running. "Push poll" means an interview with a voter that is
14	designed to influence the voter's decision with a series of
	<u>guestions that appear to be an objective opinion poll concerning</u>
16	an issue but that are worded to suggest answers that support a
	certain position concerning the issue.
18	
20	SUMMARY
••	
22	This bill requires a person conducting a push poll by
	telephone for any candidate for office to disclose the name and
24	address of the organization conducting the push poll, the name
	and address of the person or organization underwriting the push
26	poll and the name of the candidate and the office for which the
• •	candidate is running if the poll is authorized by the candidate.
28	"Push poll" means an interview with a voter that is designed to
20	influence the voter's decision with a series of questions that
30	appear to be an objective opinion poll concerning an issue but
32	that are worded to suggest answers that support a certain
32	position concerning the issue.

.