

105TH CONGRESS
1ST SESSION

H. R. 1541

To amend the Federal Election Campaign Act of 1971 to require that communications advocating the election or defeat of a candidate for election for Federal office contain specific information regarding the sponsor of the communication and whether or not the communication is authorized by the candidate involved.

IN THE HOUSE OF REPRESENTATIVES

MAY 6, 1997

Mr. PRICE of North Carolina (for himself and Mr. Horn) introduced the following bill; which was referred to the Committee on House Oversight

A BILL

To amend the Federal Election Campaign Act of 1971 to require that communications advocating the election or defeat of a candidate for election for Federal office contain specific information regarding the sponsor of the communication and whether or not the communication is authorized by the candidate involved.

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

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Stand By Your Ad
5 Act”.

1 **SEC. 2. REQUIRING CAMPAIGN ADVERTISEMENTS TO IN-**
2 **CLUDE INFORMATION ON SPONSOR AND AU-**
3 **THORIZATION BY CANDIDATE.**

4 (a) IN GENERAL.—Section 318 of the Federal Elec-
5 tion Campaign Act of 1971 (2 U.S.C. 441d) is amended—

6 (1) by redesignating subsection (b) as sub-
7 section (c); and

8 (2) by inserting after subsection (a) the follow-
9 ing new subsection:

10 “(b) A communication shall be considered to clearly
11 state information required under subsection (a) if it meets
12 the following requirements:

13 “(1) In the case of any printed communication,
14 if the information required to be stated under such
15 subsection constitutes not less than 10 percent of
16 the space of the communication (or, in the case of
17 a communication for which each copy consists of
18 multiple pages, folds, or faces, if the information
19 constitutes not less than 10 percent of the space of
20 any single page, fold, or face in each copy).

21 “(2) In the case of any televised communica-
22 tion, if the communication includes—

23 “(A) with respect to a communication de-
24 scribed in subsection (a)(1), an unobscured,
25 full-screen view of the candidate stating the fol-
26 lowing on camera: ‘I am (name of candidate),

1 candidate for (name of office involved), and I
2 sponsored this advertisement.’, or an
3 unobscured, full-view photograph of the can-
4 didate, with such statement made by the can-
5 didate in voice over;

6 “(B) with respect to a communication de-
7 scribed in subsection (a)(2), an unobscured,
8 full-screen view of a representative of the per-
9 sons paying for the communication stating the
10 following on camera: ‘I am a representative of
11 (name of persons paying), who sponsored this
12 advertisement (in support of) (in opposition to)
13 (name of candidate involved) for (name of office
14 involved).’, or an unobscured, full-view photo-
15 graph of the representative, with such state-
16 ment made by the representative in voice over;
17 or

18 “(C) with respect to a communication de-
19 scribed in subsection (a)(3), an unobscured,
20 full-screen view of a representative of the per-
21 sons paying for the communication stating the
22 following on camera: ‘I am a representative of
23 (name of persons paying), who sponsored this
24 advertisement (in support of) (in opposition to)
25 (name of candidate involved) for (name of office

involved). This advertisement was not authorized by any candidate.’, or an unobscured, full-view photograph of the representative, with such statement made by the representative in voice over.

“(3) In the case of any communication broadcast over the radio, if the communication includes—

“(A) with respect to a communication described in subsection (a)(1), a statement read by the candidate as follows: ‘I am (name of candidate), candidate for (name of office involved), and I sponsored this advertisement.’;

“(B) with respect to a communication described in subsection (a)(2), a statement read by a representative of the persons paying for the communication as follows: ‘I am a representative of (name of persons paying), who sponsored this advertisement (in support of) (in opposition to) (name of candidate involved) for (name of office involved).’; or

“(C) with respect to a communication described in subsection (a)(3), a statement read by a representative of the persons paying for the communication as follows: ‘I am a representative of (name of persons paying), who

1 sponsored this advertisement (in support of) (in
2 opposition to) (name of candidate involved) for
3 (name of office involved). This advertisement
4 was not authorized by any candidate.’”.

5 (b) EFFECTIVE DATE.—The amendment made by
6 subsection (a) shall apply with respect to communications
7 made on or after January 1, 1998.

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