

2026 Regular Session

HOUSE BILL NO. 540

BY REPRESENTATIVE KNOX

ELECTION OFFENSES: Provides for disclosures required in certain digital political communications

1 AN ACT

2 To amend and reenact R.S. 18:1463(C)(2), relative to disclosure requirements in political
3 materials; to provide for disclosures required on digital materials; and to provide for
4 related matters.

5 Be it enacted by the Legislature of Louisiana:

6 Section 1. R.S. 18:1463(C)(2) is hereby amended and reenacted to read as follows:

7 §1463. Political material; ethics; prohibitions

8 * * *

9 C.

10 * * *

11 (2) Whenever any person, political committee, entity, or organization makes
12 a disbursement for the purpose of the financing of any electioneering communication
13 or digital material, such communication or material shall comply with the following
14 items under the following circumstances:

15 (a) If the communication or material is paid for and authorized by a
16 candidate, an authorized political committee of a candidate, or its agents, it shall
17 clearly state that the communication or material has been paid for by such authorized
18 political committee. The name of the political committee paying for the
19 communication or material shall be given in full and no acronyms shall be used.

state that the communication is paid for by such other persons and authorized by such authorized political committee. The name of the authorized political committee shall be given in full and no acronyms shall be used.

Proposed law retains present law and applies the same to digital materials.

Present law provides that if the communication is not authorized by a candidate, a political committee of a candidate, or its agents, it shall clearly state the (i) name, (ii) physical address (not post office box), and (iii) telephone number and the world-wide web address if available of the person, committee, entity or organization who paid for the communication and state that the communication is not authorized by any candidate or candidate committee. The name of the payer shall be given in full and no acronyms shall be used.

Proposed law retains present law and applies the same to digital materials.

Present law defines "electioneering communication" as any broadcast, cable, or satellite communication that refers to a legally qualified candidate for elected office and is broadcast within 60 days before any election in which such candidate is on the ballot.

Proposed law retains present law.

Present law defines "digital material" as any material or communication that, for a fee, is placed or promoted on a public facing website, web application, or digital application, including a social network, advertising network, or search engine.

Proposed law retains present law.

Present law provides that an affected candidate or voter shall be entitled to an injunction to restrain future violations of present law.

Proposed law retains present law and applies the same to proposed law.

Present law provides that whoever violates any provision of present law shall be fined not more than \$2,000 or be imprisoned, with or without hard labor, for not more than two years, or both.

Proposed law retains present law and applies the same penalties to a violation of proposed law.

(Amends R.S. 18:1463(C)(2))