

1 State of Arkansas
2 91st General Assembly
3 Regular Session, 2017
4

As Engrossed: H2/16/17

A Bill

HOUSE BILL 1207

5 By: Representatives Dalby, *Brown, Watson, Pilkington*
6 By: Senator Hickey
7

For An Act To Be Entitled

9 AN ACT TO AMEND REQUIREMENTS FOR CAMPAIGN SIGNS AND
10 MATERIALS; AND FOR OTHER PURPOSES.
11

Subtitle

14 TO AMEND REQUIREMENTS FOR CAMPAIGN SIGNS
15 AND MATERIALS.
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18 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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20 *SECTION 1. Arkansas Code § 7-1-101, concerning definitions related to*
21 *elections, is amended to add an additional subdivision to read as follows:*

22 *(43)(A) "Printed campaign materials" means:*

23 *(i) Literature mailed to an elector that is intended*
24 *to or calculated to influence the vote of an elector in an election in this*
25 *state, including without limitation signs, banners, letters, flyers,*
26 *pamphlets, and other documents; and*

27 *(ii) Yard signs and push cards intended to or*
28 *calculated to influence the vote of an elector in an election in this state.*

29 *(B) "Printed campaign materials" does not mean political*
30 *paraphernalia, including without limitation stickers, buttons, pens, T-*
31 *shirts, nail files, or other similar trinkets.*
32

33 *SECTION 2. Arkansas Code § 7-1-103(a)(7), concerning miscellaneous*
34 *misdeemeanor offenses and penalties, is amended to read as follows:*

35 *(7)(A)(i) All articles, statements, or communications appearing*
36 *in any newspaper or a magazine printed or circulated in this state intended*



1 or calculated to influence the vote of ~~any~~ an elector in ~~any~~ an election and
 2 for the publication of which a consideration is paid or to be paid shall
 3 clearly contain the words "Paid Political Advertisement", "Paid Political
 4 Ad", or "Paid for by" the candidate, committee, or person who paid for the
 5 message.

6 (ii) Both the persons placing and the persons
 7 publishing the articles, statements, or communications shall be responsible
 8 for including the required disclaimer.

9 (B)(i) All articles, statements, or communications
 10 appearing in any radio, television, or any other electronic medium intended
 11 or calculated to influence the vote of ~~any~~ an elector in ~~any~~ an election and
 12 for the publication of which a consideration is paid or to be paid shall
 13 clearly contain the words:

14 (a) "Paid political advertisement" or "paid
 15 political ad"; or

16 (b) "Paid for by", "sponsored by", or
 17 "furnished by" the true sponsor of the advertisement.

18 (ii) Both the persons placing and the persons
 19 publishing the articles, statements, or communications shall be responsible
 20 for including the required disclaimer.

21 (C) Printed campaign materials shall contain the words
 22 "paid for by", "sponsored by", or "furnished by" the sponsor who paid for the
 23 printed campaign materials;
 24

25 SECTION 3. Arkansas Code § 7-6-228, concerning campaign signs and
 26 materials, is amended to add an additional subsection to read as follows:

27 (c) Campaign signs, campaign literature, and other printed campaign
 28 materials under this section shall contain the words "Paid for by",
 29 "sponsored by", or "furnished by" the sponsor who paid for the campaign sign,
 30 campaign literature, or other printed campaign materials.

31
 32 SECTION 4. TEMPORARY LANGUAGE. DO NOT CODIFY. Applicability.

33 A candidate running for reelection to the same office he or she
 34 currently holds who possesses or creates a campaign sign, campaign
 35 literature, or other printed campaign material that does not comply with this
 36 act is exempt from compliance with this act if the campaign sign, campaign
 37 literature, or other printed campaign material was created before the

1 effective date of this act.

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/s/Dalby

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