

Senate Election Law and Municipal Affairs Committee
Tricia Melillo 271-3077

HB 1150, relative to advertising rates for political advertising.

Hearing Date: April 23, 2024

Members of the Committee Present: Senators Gray, Murphy and Soucy

Members of the Committee Absent : Senators Abbas and Perkins Kwoka

Bill Analysis: This bill requires that rates for political advertising be the same regardless of candidate, political committee, party, or cause.

Sponsors:

Rep. K. Perez	Rep. Kuttab	Rep. Wood
Rep. Bernardy	Rep. Panek	Rep. Katsakiores
Rep. Tierney	Rep. Cambrils	Rep. Dunn

Who supports the bill: Representative Ross Berry, Brenden McQuade(NHPA)

Who opposes the bill: Marcia Garber, Nang Brenna, Ann Walls, Autumn Raschik-Goodwin, Melissa Hinebauch, Russell Cobb, Lynda Cecchetti, Virginia Mulligan, Janet Lucas, Marcia King, Ellen Farnum, Bob Perry, Kathryn Langille

Summary of testimony presented in support:

Representative Ross Berry

- HB 1150 comes from a case out of Londonderry where there was some confusion about required disclaimers for political advertising in newspapers
- Current law requires that political advertising in newspapers have two disclaimers, where other media only requires one.
- This bill removes the required statement of “Paid Advertising” at the top of political ads in newspapers.
- An additional change is removal of the requirement for newspapers to file their rates for political ads with the Secretary of State.
- Rates are still required to be fair and equal for all parties and the ads still must have one disclaimer.
- These changes bring consistency for all political advertising no matter how it is published.

Brenden McQuade – President, NH Union Leader

- The requirement to add “Paid Political Advertisement” to the top of an ad only applies to newspapers and bill boards.
- He does not believe that they should be singled out in this world of digital media.
- The news media is already under great threat for a number of different factors.
- They should not have to worry about being prosecuted for not using the correct language even though the “paid for by” language is still required.

Summary of testimony presented in opposition:

Bob Perry

- This bill would repeal requirements that political advertising be disclosed as such in a prescribed manner.
- It also repeals the disclosure of rates which eliminates public inspection for compliance.
- He believes it is important that readers understand the distinctions between advertising and journalism.
- He relies on the disclosure to know the difference when it is not immediately apparent.
- Without such disclosure in the age of artificial intelligence, the repeal of current law will add to the public's uncertainty of the information they are reading.

Kathryn Langille

- People in her generation have a lot of influencers trying to sell them things.
- When these influencers try to sell something they are paid for, they must disclose that.
- This bill strikes crucial language and eliminates the requirement for a paid political advertisement to disclose their main purpose.
- She believes this affects a voter's right to know and when and how they may be influenced.

TJM

Date Hearing Report completed: April 26, 2024