



State of Wisconsin \ ELECTIONS BOARD

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Kevin J. Kennedy
Executive Director

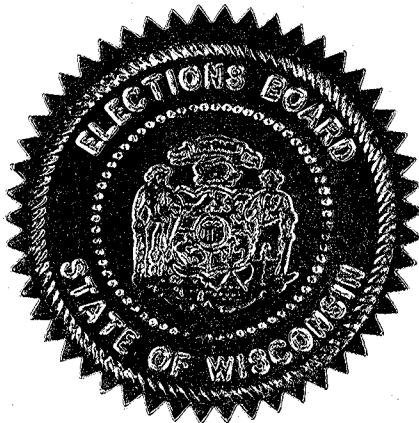
CERTIFICATE

State of Wisconsin)
)
Elections Board)

I, Kevin J. Kennedy, Executive Director of the State Elections Board and custodian of the official records of the agency, do hereby certify that the annexed rule, ElBd 1.655 relating to source identification in polls and surveys, was duly amended by this board on April 17, 1996.

I further certify that this copy has been compared by me with the original on file in this board and that the same is a true copy thereof and of the whole of such original.

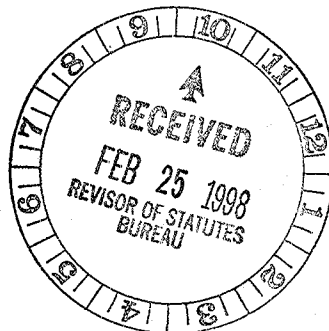
IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the State Elections Board at 132 East Wilson Street, in the City of Madison, on February 20, 1998.



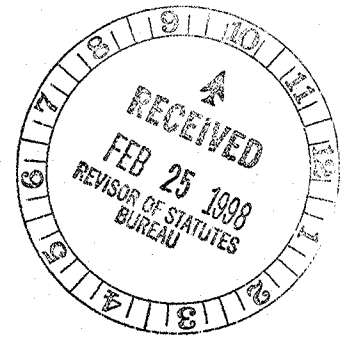
Kevin J. Kennedy

Kevin J. Kennedy
Executive Director

KJK/tg



ORDER
OF
STATE ELECTIONS BOARD



To create EIBd 1.655(1)(bm) and (5), relating to source identification in polls and surveys conducted for political purposes.

ANALYSIS:

Statutory authority: ss.5.05(1)(f) and 227.11(2)(a)

Statutes interpreted: ss.11.01(16), 11.06(12), and 11.30(2), (4) and (5).

The rule provides that the source of any communication, including a telephone call, that has been paid for with money raised for political purposes – except a bona fide poll or survey which does not expressly advocate the election or defeat of a clearly identified candidate or a vote at a referendum – shall be identified during the course of, or at the end of, the communication. The Elections Board's action adds a new paragraph, (1)(bm), and a new subsection, (5), defining the term "political party" and establishing a special source identification for slate endorsements in political party communications.

Pursuant to the authority vested in the State of Wisconsin Elections Board by ss.5.05(1)(f) and 227.11(2)(a), Stats., the Elections Board hereby creates Rule EIBd 1.655(1)(bm) and (5) interpreting ss.11.01(16), 11.06(12), and 11.30(2), (4) and (5), Stats., as follows:

SECTION 1. EIBd. 1.655(1)(bm) and (5) are created to read:

(1)(bm) "Political party" has the meaning provided in s.5.02(13), Stats.

(5) If a political party makes a communication supporting the election of more than one candidate, the source identification for that communication shall be as follows:

"Paid for by the (name of party) Party as an in-kind contribution to the candidates named."

INITIAL REGULATORY FLEXIBILITY ANALYSIS:

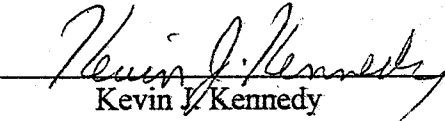
The creation of this rule does not affect business.

FISCAL ESTIMATE:

The creation of this rule does not affect business.

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The creation of this rule takes effect on the first day of the month following its publication in the Wisconsin Administrative Register pursuant to s.227.22(2), Stats.


Kevin J. Kennedy
Executive Director
State Elections Board

KJK/tg