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State of Minnesota  
HOUSE OF REPRESENTATIVES  
NINETIETH SESSION

H. F. No. **4534**

05/18/2018 Authored by Ward, Loon, Jurgens, Mariani and Daniels  
The bill was read for the first time and referred to the Committee on Government Operations and Elections Policy

1.1 A bill for an act  
1.2 relating to campaigns; requiring candidates who receive the public subsidy to  
1.3 comply with certain accessibility standards; amending Minnesota Statutes 2016,  
1.4 section 10A.38.

1.5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.6 Section 1. Minnesota Statutes 2016, section 10A.38, is amended to read:

1.7 **10A.38 CAPTIONING OF CAMPAIGN ADVERTISEMENTS; CAMPAIGN WEB**  
1.8 **SITE ACCESSIBILITY STANDARDS.**

1.9 ~~(a) This section applies to a campaign advertisement by a candidate who is governed~~  
1.10 ~~by an agreement under section 10A.322.~~

1.11 ~~(b)~~ (a) For purposes of this section, the following terms have the meanings given:

1.12 (1) "campaign advertisement" means a professionally produced visual or audio recording  
1.13 of two minutes or less produced by ~~the~~ a candidate for the purpose of influencing the  
1.14 nomination or election of a candidate; and

1.15 (2) "candidate" means a candidate who is governed by an agreement under section  
1.16 10A.322.

1.17 ~~(e)~~ (b) A campaign advertisement that is disseminated as an advertisement by broadcast  
1.18 or cable television must include closed captioning for deaf and hard-of-hearing viewers,  
1.19 unless the candidate has filed with the board before the advertisement is disseminated a  
1.20 statement setting forth the reasons for not doing so. A campaign advertisement that is  
1.21 disseminated as an advertisement to the public on ~~the~~ a candidate's Web site must include  
1.22 closed captioning for deaf and hard-of-hearing viewers, unless the candidate has posted on

2.1 the Web site a transcript of the spoken content of the advertisement or the candidate has  
2.2 filed with the board before the advertisement is disseminated a statement setting forth the  
2.3 reasons for not doing so. A campaign advertisement must not be disseminated as an  
2.4 advertisement by radio unless ~~the~~ a candidate has posted on the candidate's Web site a  
2.5 transcript of the spoken content of the advertisement or the candidate has filed with the  
2.6 board before the advertisement is disseminated a statement setting forth the reasons for not  
2.7 doing so.

2.8 (c) A candidate's Web site must comply with the accessibility standards developed under  
2.9 section 16E.03, subdivision 9.