

By: Representative Rosebud

To: Apportionment and  
Elections

HOUSE BILL NO. 543

1 AN ACT TO AMEND SECTION 23-15-897, MISSISSIPPI CODE OF 1972,  
2 TO PROHIBIT A CANDIDATE, POLITICAL COMMITTEE OR OTHER PERSON FROM  
3 PUBLISHING ANY CAMPAIGN MATERIALS THAT CONTAIN THE WORD "RE-ELECT"  
4 UNLESS THE CAMPAIGN MATERIALS ARE FOR THE CURRENT INCUMBENT OF  
5 THAT OFFICE; AND FOR RELATED PURPOSES.

6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

7 **SECTION 1.** Section 23-15-897, Mississippi Code of 1972, is  
8 amended as follows:

9 23-15-897. (1) The following words and phrases shall have  
10 the meanings as defined in this section unless the context clearly  
11 indicates otherwise:

12 (a) "Campaign materials" include any materials designed  
13 to influence voters for or against any candidate, party or measure  
14 to be voted on at any election, or containing information about  
15 any candidate, party or measure paid for by a candidate, political  
16 committee, or independent expenditure which requires disclosure  
17 under campaign finance laws.

18 (b) "Publish" means the act or instance of making  
19 campaign material available to the public, or to a list of



20 subscribers, by mail, telephone, electronic communications  
21 platforms, Internet, software applications, printed materials or  
22 any other means of distribution.

23 (c) "Printed material" shall include, but not be  
24 limited to, any notice, placard, bill, poster, dodger, pamphlet,  
25 advertisement, sign or any other form of printed publication,  
26 except notices, posters and the like, which simply announce a  
27 speaking date and invite attendance thereon.

28 (2) No candidate, political committee or other person shall  
29 publish, or knowingly cause to be published, any campaign  
30 materials unless it contains the following information:

31 (a) The name of the candidate along with a statement  
32 that the message is approved by the candidate; or

33 (b) If the message has not been approved by a specific  
34 candidate, the name of the person, political committee or  
35 organization paying for the publication of the message; or

36 (c) If the message has not been approved by the  
37 candidate and no person, political committee or organization is  
38 identified as having paid for the publication, the entity  
39 producing the campaign materials must be identified.

40 (3) Publication of campaign materials through an electronic  
41 platform shall be deemed to comply with the requirements of this  
42 section if the home page of the candidate or political committee  
43 provides the information required by subsection (2), and each  
44 electronic publication provides a link to that home page.



45           (4) No candidate, political committee or other person shall  
46 publish, or knowingly cause to be published, any campaign  
47 materials that contain the word "re-elect" or any similar word  
48 unless the campaign materials are published by or on behalf of the  
49 incumbent running for the office he or she currently holds.

50           **SECTION 2.** This act shall take effect and be in force from  
51 and after July 1, 2022.

