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State of Minnesota



# HOUSE OF REPRESENTATIVES

**NINETY-FOURTH SESSION**

## H. F. No. 4239

03/12/2026 Authored by Freiberg
The bill was read for the first time and referred to the Committee on Elections Finance and Government Operations
03/23/2026 Adoption of Report: Placed on the General Register
Read for the Second Time

A bill for an act

relating to campaign finance; modifying certain requirements for reports and disclaimers; amending Minnesota Statutes 2024, sections 10A.04, subdivision 6; 211B.04, subdivisions 3, 5; proposing coding for new law in Minnesota Statutes, chapter 10A.

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

Section 1. Minnesota Statutes 2024, section 10A.04, subdivision 6, is amended to read:

Subd. 6. **Principal reports.** (a) A principal must report to the board as required in this subdivision by March 15 for the preceding calendar year.

(b) The principal must report the total amount, rounded to the nearest $5,000, spent by the principal during the preceding calendar year on each type of lobbying listed below:

(1) lobbying to influence legislative action;

(2) lobbying to influence administrative action, other than lobbying described in clause (3);

(3) lobbying to influence administrative action in cases of rate setting, power plant and powerline siting, and granting of certificates of need under section 216B.243; and

(4) lobbying to influence official action of a political subdivision.

(c) For each type of lobbying listed in paragraph (b), the principal must report a total amount that includes:

(1) the portion of all direct payments for compensation and benefits paid by the principal to lobbyists in this state for that type of lobbying;

(2) the portion of all expenditures for advertising, mailing, research, consulting, surveys, expert testimony, finance professionals, studies, reports, analysis, compilation and dissemination of information, communications ~~and staff costs used for the purpose of urging members of the public to contact public or local officials to influence official actions~~, social media ~~and~~, public relations campaigns, and legal counsel used to support that type of lobbying in this state; and

(3) a reasonable good faith estimate of the portion of all salaries and administrative overhead expenses attributable to activities of the principal for that type of lobbying in this state.

~~(d) The principal must report disbursements made and obligations incurred that exceed $2,000 for paid advertising used for the purpose of urging members of the public to contact public or local officials to influence official actions during the reporting period. Paid advertising includes the cost to boost the distribution of an advertisement on social media. The report must provide the date that the advertising was purchased, the name and address of the vendor, a description of the advertising purchased, and any specific subjects of interest addressed by the advertisement.~~

**EFFECTIVE DATE.** This section is effective the day following final enactment.

Sec. 2. **[10A.067] DISCLAIMER FOR LOBBYING MATERIAL.**

Subdivision 1. **Requirement.** (a) A paid advertisement that urges members of the public to contact public or local officials to influence a legislative or administrative action, or the official action of a political subdivision, must identify the individual or association responsible for the advertisement with a disclaimer substantially in the form provided in paragraph (b).

(b) The disclaimer must identify the name of the individual or association responsible for the content of the advertisement and either a phone number, actively monitored email address, or website address that can be used to contact the individual or association.

Subd. 2. **Limitations.** This disclaimer requirement does not apply to advertisements that are campaign material, independent expenditures, or electioneering communications that contain the disclaimer required under section 10A.202 or 211B.04. This section does not apply to advertisements placed on the items listed in section 211B.04, subdivision 3, paragraph (c).

Subd. 3. **Exception.** The disclaimer required in this section is not required for communications between an association and its membership. An individual or association

that is not required to file a report under section 10A.04 covering any portion of the year in which the advertisement is disseminated does not need to comply with the requirements of this section.

Subd. 4. **Size, duration, and location.** (a) For written advertisements other than an outdoor sign, website, or social media advertisement, the disclaimer must be printed in 8-point font or larger and provided in black text, or in color text that is in high contrast, on a white background.

(b) Disclaimers on websites and social media must be clearly legible without manual adjustment or magnification by the user.

(c) Audiovisual advertisements must display the disclaimer for a minimum of four seconds at the end of the advertisement.

(d) Advertisements that only consist of audio must contain a disclaimer that is delivered at a volume, speed, and cadence that can be easily understood.

(e) Disclaimers on outdoor signs that are no greater than two feet tall and three feet wide must be printed in 12-point font or larger and provided in black text, or in color text that is in high contrast, on a white background.

(f) Disclaimers on outdoor signs larger than two feet tall and three feet wide must be at least five percent of the vertical height on the sign and printed in black text, or in color text that is in high contrast, on a white background.

Subd. 5. **Penalties.** The board may impose a civil penalty of up to $3,000 on an individual or association that fails to provide the disclaimer required under this section.

Sec. 3. Minnesota Statutes 2024, section 211B.04, subdivision 3, is amended to read:

Subd. 3. **Material that does not need a disclaimer.** (a) This section does not apply to fundraising tickets, business cards, personal letters, or similar items that are clearly being distributed by the candidate.

(b) This section does not apply to an individual or association that is not required to register or report under chapter 10A or 211A.

(c) This section does not apply to the following:

(1) bumper stickers, pins, buttons, pens, or similar small items on which the disclaimer cannot be conveniently printed;

(2) skywriting, wearing apparel, or other means of displaying an advertisement of such a nature that the inclusion of a disclaimer would be impracticable; and

(3) online banner ads and similar electronic communications that link directly to an online page that includes the disclaimer.

~~(d) This section does not modify or repeal section 211B.06.~~

Sec. 4. Minnesota Statutes 2024, section 211B.04, subdivision 5, is amended to read:

Subd. 5. **~~Font~~ Size, duration, and location.** (a) For written communications other than an outdoor sign, website, or social media page, the disclaimer must be printed in 8-point font or larger and provided in black text, or in color text that is in high contrast, on a white background.

(b) Disclaimers on websites and social media must be clearly legible without manual adjustment or magnification by the user.

(c) Audiovisual advertisements must display the disclaimer for a minimum of four seconds at the end of the advertisement.

(d) Advertisements that only consist of audio must contain a disclaimer that is delivered at a volume, speed, and cadence that can be easily understood.

(e) Disclaimers on outdoor signs that are no greater than two feet tall and three feet wide must be printed in 12-point font or larger and provided in black text, or in color text that is in high contrast, on a white background.

(f) Disclaimers on outdoor signs larger than two feet tall and three feet wide must be at least five percent of the vertical height on the sign and printed in black text, or in color text that is in high contrast, on a white background.

**EFFECTIVE DATE.** This section is effective July 1, 2026, except paragraphs (e) and (f) are effective for signs produced after January 1, 2027.