

Washington, D.C. – Today, Representative David Price (NC-04) reintroduced H.R. 3585, the Stand By Every Ad Act aimed at expanding political ad disclosure requirements to entities covered by the Supreme Court's Citizens United decision. Rep. Price is the author of the "Stand By Your Ad" disclosure requirement, and the new bill builds upon the existing law by requiring corporations, labor unions and associations to abide by the same standards as candidates and political parties.

"In the wake of Citizens United, corporations, labor unions, and shadowy "Super PACs" are using their deep pockets to bankroll political ads with no accountability," Rep. Price said. "The 2012 election cycle is poised to set new records for special-influence money, and the least we can do is make every advertiser follow the same rules as candidates and political parties."

Rep. Price's legislation would ensure that all paid campaign ads include a "Stand By Your Ad" disclaimer, no matter who pays for it. The requirements would apply to every paid ad – whether conveyed over the airwaves or via the internet (the requirement would not apply to unpaid activities of bloggers and activists consistent with existing FEC regulations). The requirement also would apply to pre-recorded robo calls, which have been used to deceive voters in recent elections.

For ads paid for by corporations or unions, the CEO or highest ranking member of the union would have to appear in the ad and take credit for the advertisement. For an association or "Super PAC" ad, the highest official in the group would have to appear and the top five donors to the ad would have to be listed.

During the 111th Congress, Rep. Price joined forces with Republican Rep. Michael Castle of Delaware to introduce identical legislation, and provisions of the measure were incorporated into the comprehensive bill introduced by the House Democratic leadership in response to the Citizens United vs. FEC decision (known as the DISCLOSE Act, or H.R. 5175). The House approved the DISCLOSE Act in June 2010, but the Senate failed to act on the measure before the 111th Congress adjourned.

"Republican leaders seem intent on doing away with the transparency and accountability that are at the heart of our democracy," Rep. Price said. "But 'Stand By Your Ad is no joke, and it shouldn't be treated as an afterthought. Knowing who is paying for the barrage of political

advertising they will experience over the next year is no laughing matter for American voters."

"Stand By Your Ad" has been credited with improving voters' understanding of the choices they face on Election Day and was explicitly upheld as constitutional in the Supreme Court's 2003 McConnell v. FEC decision.

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