

HOUSE BILL NO. 4727

June 08, 2023, Introduced by Reps. Bollin, Slagh, Bezotte, Borton, Steele, Martin, Hoadley, Johnsen, Rigas, Cavitt, DeBoyer, Lightner, Beeler and Roth and referred to the Committee on Government Operations.

A bill to amend 1976 PA 388, entitled
"Michigan campaign finance act,"
(MCL 169.201 to 169.282) by adding section 58.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 **Sec. 58. (1) Subject to subsection (2), an individual who**
2 **seeks election or reelection to the office of governor in this**
3 **state shall not have the individual's image or likeness appear in a**
4 **state-funded advertisement within 90 days before the primary**
5 **election or general election for the office of governor.**

6 **(2) If an individual who has appeared in a state-funded**

1 advertisement is a candidate in a primary election or general
2 election for the office of governor before 90 days after the
3 production and dissemination of the state-funded advertisement, the
4 individual shall reimburse this state for the production and
5 dissemination costs for the state-funded advertisement. The
6 production and dissemination costs include, but are not limited to,
7 airtime for a television or radio commercial. The production and
8 dissemination costs may be paid by the individual or a committee
9 under this act associated with the individual.

10 (3) As used in this section:

11 (a) "Image or likeness" includes, but is not limited to, the
12 physical appearance of the individual, the signature of the
13 individual, the name of the individual, the voice of the
14 individual, or a physical representation of the individual, such as
15 a photograph or drawing. Image or likeness does not include the
16 general term of office the individual holds such as secretary of
17 state or governor.

18 (b) "State-funded advertisement" means a state public service
19 announcement, a television or radio commercial produced by a state
20 contracted agent with state money, an internet advertisement paid
21 for with state money, or a written advertisement paid for with
22 state money that appears in print, on a billboard, or on the
23 internet.