
SENATE BILL 6529

State of Washington

62nd Legislature

2012 Regular Session

By Senator Pridemore

Read first time 01/27/12. Referred to Committee on Government Operations, Tribal Relations & Elections.

1 AN ACT Relating to changing requirements for electioneering
2 communications; and amending RCW 42.17A.320.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 **Sec. 1.** RCW 42.17A.320 and 2010 c 204 s 505 are each amended to
5 read as follows:

6 (1) All written political advertising, whether relating to
7 candidates or ballot propositions, shall include the sponsor's name and
8 address. All radio and television political advertising, whether
9 relating to candidates or ballot propositions, shall include the
10 sponsor's name. The use of an assumed name for the sponsor of
11 electioneering communications, independent expenditures, or political
12 advertising shall be unlawful. For partisan office, if a candidate has
13 expressed a party or independent preference on the declaration of
14 candidacy, that party or independent designation shall be clearly
15 identified in electioneering communications, independent expenditures,
16 or political advertising.

17 (2) In addition to the information required by subsection (1) of
18 this section, except as specifically addressed in subsections (4) and
19 (5) of this section, all political advertising undertaken as an

1 independent expenditure or an electioneering communication by a person
2 or entity other than a bona fide political party must include as part
3 of the communication:

4 (a) The statement: "No candidate authorized this ad. It is paid
5 for by (name, address, city, state)";

6 (b) If the sponsor is a political committee, the statement: "Top
7 Five Contributors," followed by a listing of the names of the five
8 persons or entities making the largest contributions in excess of seven
9 hundred dollars reportable under this chapter during the twelve-month
10 period before the date of the advertisement or communication; and

11 (c) If the sponsor is a political committee established,
12 maintained, or controlled directly, or indirectly through the formation
13 of one or more political committees, by an individual, corporation,
14 union, association, or other entity, the full name of that individual
15 or entity.

16 (3) The information required by subsections (1) and (2) of this
17 section shall:

18 (a) Appear on the first page or fold of the written advertisement
19 or communication in at least ten-point type, or in type at least ten
20 percent of the largest size type used in a written advertisement or
21 communication directed at more than one voter, such as a billboard or
22 poster, whichever is larger;

23 (b) Not be subject to the half-tone or screening process; and

24 (c) Be set apart from any other printed matter.

25 (4) In an independent expenditure or electioneering communication
26 transmitted via television or other medium that includes a visual
27 image, the following statement must either be clearly spoken(~~(~~7~~-~~0~~~~8~~)~~)
28 and appear in print and be visible for at least four seconds, appear in
29 letters greater than four percent of the visual screen height, and have
30 a reasonable color contrast with the background: "No candidate
31 authorized this ad. Paid for by (name, city, state)." If the
32 advertisement or communication is undertaken by a nonindividual other
33 than a party organization, then the following notation must also be
34 included: "Top Five Contributors" followed by a listing of the names
35 of the five persons or entities making the largest contributions in
36 excess of seven hundred dollars reportable under this chapter during
37 the twelve-month period before the date of the advertisement.

1 Abbreviations may be used to describe contributing entities if the full
2 name of the entity has been clearly spoken previously during the
3 broadcast advertisement.

4 (5) The following statement shall be clearly spoken in an
5 independent expenditure or electioneering communication transmitted by
6 a method that does not include a visual image: "No candidate
7 authorized this ad. Paid for by (name, city, state)." If the
8 independent expenditure or electioneering communication is undertaken
9 by a nonindividual other than a party organization, then the following
10 statement must also be included: "Top Five Contributors" followed by
11 a listing of the names of the five persons or entities making the
12 largest contributions in excess of seven hundred dollars reportable
13 under this chapter during the twelve-month period before the date of
14 the advertisement. Abbreviations may be used to describe contributing
15 entities if the full name of the entity has been clearly spoken
16 previously during the broadcast advertisement.

17 (6) Political yard signs are exempt from the requirement of
18 subsections (1) and (2) of this section that the name and address of
19 the sponsor of political advertising be listed on the advertising. In
20 addition, the public disclosure commission shall, by rule, exempt from
21 the identification requirements of subsections (1) and (2) of this
22 section forms of political advertising such as campaign buttons,
23 balloons, pens, pencils, sky-writing, inscriptions, and other forms of
24 advertising where identification is impractical.

25 (7) For the purposes of this section, "yard sign" means any outdoor
26 sign with dimensions no greater than eight feet by four feet.

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