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**SUBSTITUTE SENATE BILL 6529**

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**State of Washington                      62nd Legislature                      2012 Regular Session**

**By** Senate Government Operations, Tribal Relations & Elections  
(originally sponsored by Senator Pridemore)

READ FIRST TIME 02/03/12.

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(~~(~~  
28 ~~or~~) and appear in print and be visible for at least four seconds,  
29 appear in letters greater than four percent of the visual screen  
30 height, and have a reasonable color contrast with the background: "No  
31 candidate authorized this ad. Paid for by (name, city, state)." If  
32 the advertisement or communication is undertaken by a nonindividual  
33 other than a party organization, then the following notation must also  
34 be included: "Top Five Contributors" followed by a listing of the  
35 names of the five persons or entities making the largest contributions  
36 in 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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