

CERTIFICATION OF ENROLLMENT

**SENATE BILL 5258**

Chapter 138, Laws of 2013

63rd Legislature  
2013 Regular Session

POLITICAL ADVERTISEMENTS--SPONSOR IDENTIFICATION REQUIREMENTS

EFFECTIVE DATE: 07/28/13

Passed by the Senate March 1, 2013  
YEAS 48 NAYS 0

BRAD OWEN

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**President of the Senate**

Passed by the House April 15, 2013  
YEAS 72 NAYS 25

FRANK CHOPP

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**Speaker of the House of Representatives**

Approved May 3, 2013, 11:40 a.m.

JAY INSLEE

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**Governor of the State of Washington**

CERTIFICATE

I, Hunter G. Goodman, Secretary of the Senate of the State of Washington, do hereby certify that the attached is **SENATE BILL 5258** as passed by the Senate and the House of Representatives on the dates hereon set forth.

HUNTER G. GOODMAN

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**Secretary**

FILED

May 3, 2013

**Secretary of State  
State of Washington**

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**SENATE BILL 5258**

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Passed Legislature - 2013 Regular Session

**State of Washington                      63rd Legislature                      2013 Regular Session**

**By** Senators Benton, Roach, Hasegawa, Conway, Billig, Rivers, and Fraser; by request of Public Disclosure Commission

Read first time 01/24/13. Referred to Committee on Governmental Operations.

1            AN ACT Relating to aggregating the cost of related ballot measure  
2 advertisements for purposes of top five sponsor identification  
3 requirements; and amending RCW 42.17A.320.

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

5            **Sec. 1.** RCW 42.17A.320 and 2012 c 226 s 1 are each amended to read  
6 as follows:

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

18            (2) In addition to the information required by subsection (1) of  
19 this section, except as specifically addressed in subsections (4) and

1 (5) of this section, all political advertising undertaken as an  
2 independent expenditure or an electioneering communication by a person  
3 or entity other than a bona fide political party must include as part  
4 of the communication:

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

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

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

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

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

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

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

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

1 is initially published or otherwise presented to the public.  
2 Abbreviations may be used to describe contributing entities if the full  
3 name of the entity has been clearly spoken previously during the  
4 broadcast advertisement.

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

19 (6) Political advertising costing one thousand dollars or more  
20 supporting or opposing ballot measures sponsored by a political  
21 committee must include the information on the "Top Five Contributors"  
22 consistent with subsections (2), (4), and (5) of this section. A  
23 series of political advertising sponsored by the same political  
24 committee, each of which is under one thousand dollars, must include  
25 the "Top Five Contributors" information required by this section once  
26 their cumulative value reaches one thousand dollars or more.

27 (7) Political yard signs are exempt from the requirements ~~((of~~  
28 ~~subsections (1) and (2))~~) of this section that the sponsor's name and  
29 address ~~((of the sponsor of political advertising be listed))~~, and "Top  
30 Five Contributor" information, be listed on the advertising. In  
31 addition, the public disclosure commission shall, by rule, exempt from  
32 the identification requirements of ~~((subsections (1) and (2) of))~~ this  
33 section forms of political advertising such as campaign buttons,  
34 balloons, pens, pencils, sky-writing, inscriptions, and other forms of  
35 advertising where identification is impractical.

36 (8) For the purposes of this section, "yard sign" means any outdoor

1 sign with dimensions no greater than eight feet by four feet.

Passed by the Senate March 1, 2013.

Passed by the House April 15, 2013.

Approved by the Governor May 3, 2013.

Filed in Office of Secretary of State May 3, 2013.