
SUBSTITUTE HOUSE BILL 2376

State of Washington

52nd Legislature

1992 Regular Session

By House Committee on State Government (originally sponsored by Representatives Hine, Prince, Anderson, Miller, Pruitt, G. Fisher, Cooper, Jacobsen, Winsley, Brough, Jones, Heavey, Paris, Wineberry, Roland, G. Cole, J. Kohl, Ludwig, Mitchell, Bowman, Wynne, Spanel, Ogden, Haugen, Valle, McLean, Ferguson, Sprenkle and O'Brien)

Read first time 02/07/92.

1 AN ACT Relating to political advertising; and amending RCW
2 42.17.510 and 42.17.540.

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

4 **Sec. 1.** RCW 42.17.510 and 1984 c 216 s 1 are each amended to read
5 as follows:

6 (1) Except as provided in subsection (3) of this section, all
7 written political advertising, whether relating to candidates or ballot
8 propositions, shall include the sponsor's name and address. All radio
9 and television political advertising, whether relating to candidates or
10 ballot propositions, shall include the sponsor's name. The use of an
11 assumed name shall be unlawful. The party with which a candidate files
12 shall be clearly identified in political advertising for partisan
13 office.

1 (2) Except as provided in subsection (3) of this section, all
2 written political advertising shall include the following signed
3 statement: "I fully accept responsibility for the accuracy of this
4 message." The statement shall be signed by the responsible party. For
5 radio or television political advertising, the same statement shall be
6 signed by the responsible party and filed with the broadcasting company
7 when time for the advertising is purchased or otherwise arranged to be
8 provided. The statement shall contain a reference which identifies the
9 advertising for which it is filed. Such a statement shall be open to
10 public inspection as provided by RCW 42.17.110 for other advertising
11 documents.

12 For the purposes of RCW 42.17.540 and this subsection, the
13 "responsible party" is as follows: If the sponsor of the advertising
14 is a candidate or the political committee of a candidate, the candidate
15 is the responsible party; if the sponsor of the advertising is a
16 political committee other than the political committee of a candidate,
17 the chairperson or other chief officer of the committee is the
18 responsible party, unless the committee has no such chairperson or
19 chief officer in which case the committee's treasurer is the
20 responsible party; and if the advertising is paid for by an independent
21 campaign expenditure, as defined in RCW 42.17.100, the sponsor of the
22 advertising is the responsible party.

23 (3) Political yard signs are exempt from the requirement of
24 subsection (1) of this section that the name and address of the sponsor
25 of political advertising be listed on the advertising and from the
26 requirements of subsection (2) of this section. In addition, the
27 public disclosure commission shall, by rule, exempt from the
28 identification requirements of subsection (1) of this section and from
29 the requirements of subsection (2) of this section forms of political
30 advertising such as campaign buttons, balloons, pens, pencils, sky-

1 writing, inscriptions, and other forms of advertising where the
2 identification or statement is impractical.

3 ((+3)) (4) For the purposes of this section, "yard sign" means any
4 outdoor sign with dimensions no greater than eight feet by four feet.

5 **Sec. 2.** RCW 42.17.540 and 1984 c 216 s 4 are each amended to read
6 as follows:

7 (1) Except as provided in subsection (2) of this section, the
8 responsibility for compliance with RCW 42.17.510 through 42.17.530
9 shall rest with the sponsor of the political advertising or the
10 advertising's responsible party and not with the broadcasting station
11 or other medium.

12 (2) If a broadcasting station or other medium changes the content
13 of a political advertisement, the station or medium shall be
14 responsible for any failure of the advertisement to comply with RCW
15 42.17.510 through 42.17.530 that results from that change.