
HOUSE BILL 1553

State of Washington

58th Legislature

2003 Regular Session

By Representatives Kirby, Flannigan, Dunshee, Ruderman, Armstrong, Anderson, Shabro, Rockefeller, Sullivan, Kenney, Schual-Berke, Simpson, Darneille, Dickerson, Moeller and Kagi

Read first time 01/30/2003. Referred to Committee on State Government.

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

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

4 **Sec. 1.** RCW 42.17.510 and 1995 c 397 s 19 are each amended to read
5 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. All automated telephonic political advertising,
11 whether relating to candidates or ballot propositions, shall include
12 the sponsor's name and phone number at the beginning of the phone
13 message. The use of an assumed name shall be unlawful. The party with
14 which a candidate files shall be clearly identified in political
15 advertising for partisan office.

16 (2) In addition to the materials required by subsection (1) of this
17 section, all political advertising undertaken as an independent
18 expenditure by a person or entity other than a party organization must
19 include the following statement on the communication "NOTICE TO VOTERS

1 (Required by law): This advertisement is not authorized or approved by
2 any candidate. It is paid for by (name, address, city, state)." If
3 the advertisement undertaken as an independent expenditure is
4 undertaken by a nonindividual other than a party organization, then the
5 following notation must also be included: "Top Five Contributors,"
6 followed by a listing of the names of the five persons or entities
7 making the largest contributions reportable under this chapter during
8 the twelve-month period before the date of the advertisement.

9 (3) The statements and listings of contributors required by
10 subsections (1) and (2) of this section shall:

11 (a) Appear on the first page or fold of the written communication
12 in at least ten-point type, or in type at least ten percent of the
13 largest size type used in a written communication directed at more than
14 one voter, such as a billboard or poster, whichever is larger;

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

16 (c) Be set apart from any other printed matter; and

17 (d) Be clearly spoken on any broadcast advertisement.

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

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

--- END ---