

CERTIFICATION OF ENROLLMENT

HOUSE BILL 2499

Chapter 226, Laws of 2012

62nd Legislature
2012 Regular Session

POLITICAL ADVERTISING--DISCLOSURE

EFFECTIVE DATE: 06/07/12

Passed by the House March 5, 2012
Yeas 68 Nays 26

FRANK CHOPP

Speaker of the House of Representatives

Passed by the Senate February 29, 2012
Yeas 34 Nays 14

BRAD OWEN

President of the Senate

Approved March 30, 2012, 11:48 a.m.

CHRISTINE GREGOIRE

Governor of the State of Washington

CERTIFICATE

I, Barbara Baker, Chief Clerk of the House of Representatives of the State of Washington, do hereby certify that the attached is **HOUSE BILL 2499** as passed by the House of Representatives and the Senate on the dates hereon set forth.

BARBARA BAKER

Chief Clerk

FILED

March 30, 2012

**Secretary of State
State of Washington**

HOUSE BILL 2499

AS AMENDED BY THE SENATE

Passed Legislature - 2012 Regular Session

State of Washington

62nd Legislature

2012 Regular Session

By Representatives Billig, Finn, Hunt, Appleton, Hasegawa, Reykdal, Liiias, Ormsby, Sells, Jinkins, Fitzgibbon, Kagi, Miloscia, Kelley, Hudgins, Roberts, and Pollet

Read first time 01/16/12. Referred to Committee on State Government & Tribal Affairs.

1 AN ACT Relating to expanding disclosure of political advertising to
2 include advertising supporting or opposing ballot measures; and
3 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 2010 c 204 s 505 are each amended to
6 read 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 (~~before the date of the advertisement~~)

1 preceding the date on which the advertisement is initially published or
2 otherwise presented to the public. Abbreviations may be used to
3 describe contributing entities if the full name of the entity has been
4 clearly spoken previously during the 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 (~~before the date of~~
15 ~~the advertisement~~) preceding the date on which the advertisement is
16 initially published or otherwise presented to the public.
17 Abbreviations may be used to describe contributing entities if the full
18 name of the entity has been clearly spoken previously during the
19 broadcast advertisement.

20 (6) Political advertising costing one thousand dollars or more
21 supporting or opposing ballot measures sponsored by a political
22 committee must include the information on the "Top Five Contributors"
23 consistent with subsections (4) and (5) of this section.

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

32 (~~(7)~~) (8) For the purposes of this section, "yard sign" means any
33 outdoor sign with dimensions no greater than eight feet by four feet.

Passed by the House March 5, 2012.

Passed by the Senate February 29, 2012.

Approved by the Governor March 30, 2012.

Filed in Office of Secretary of State March 30, 2012.