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HOUSE BILL 1004

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State of Washington

55th Legislature

1997 Regular Session

By Representatives Carlson, Honeyford, Dunshee and D. Schmidt

Read first time 01/13/97. Referred to Committee on Government Administration.

1 AN ACT Relating to independent 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. The use of an assumed name shall be unlawful. The  
11 party with which a candidate files shall be clearly identified in  
12 political advertising for partisan office.

13 (2) At least ten days before distributing or airing political  
14 advertising relating to a candidate undertaken as an independent  
15 expenditure, the person or entity proposing to undertake the political  
16 advertising must submit a copy of the political advertising to each  
17 candidate for that office, together with his or her name, address,  
18 city, state, and telephone number. In addition to the ((materials  
19 required by)) identification requirements of subsection (1) of this

1 section, all political advertising relating to a candidate undertaken  
2 as an independent expenditure (~~((by a person or entity other than a~~  
3 ~~party organization))~~) must include (~~((the following))~~) a statement on the  
4 communication as follows:

5 (a) If requested by a candidate for this office within five days of  
6 when the candidate received a copy of the advertising, the following  
7 statement must be included on the communication: "NOTICE TO VOTERS  
8 (Required by law): This advertisement is not authorized or approved by  
9 (name or names of the candidates making the request) or any other  
10 candidate for this office. It is paid for by (name, address, city,  
11 state)."

12 (b) In all other instances, the following statement must be  
13 included on the communication: "NOTICE TO VOTERS (Required by law):  
14 This advertisement is not authorized or approved by any candidate. It  
15 is paid for by (name, address, city, state)."

16 (3) In addition, if the advertisement relating to a candidate  
17 undertaken as an independent expenditure is undertaken by a  
18 nonindividual other than a party organization, then the following  
19 notation must also be included: "Top Five Contributors," followed by  
20 a listing of the names of the five persons or entities making the  
21 largest contributions reportable under this chapter during the twelve-  
22 month period before the date of the advertisement.

23 ~~((+3))~~ (4) The statements and listings of contributors required by  
24 ~~((subsections (1) and (2) of))~~ this section shall:

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

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

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

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

32 ~~((+4))~~ (5) Political yard signs are exempt from the requirements  
33 of ((subsections (1) and (2) of)) this section that the name and  
34 address of the sponsor of political advertising be listed on the  
35 advertising. In addition, the public disclosure commission shall, by  
36 rule, exempt from all or part of the identification requirements of  
37 ~~((subsections (1) and (2) of))~~ this section, forms of political  
38 advertising such as campaign buttons, balloons, pens, pencils, sky-

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

3       (~~(5)~~) (6) For the purposes of this section, "yard sign" means any  
4 outdoor sign with dimensions no greater than eight feet by four feet.

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