
HOUSE BILL 1681

State of Washington

53rd Legislature

1993 Regular Session

By Representatives Eide, Dyer, Pruitt, Vance, Kessler, Locke, G. Fisher, Anderson, Roland, Zellinsky, Brough, Jones, R. Meyers, Dorn, Leonard, Finkbeiner, J. Kohl and Johanson

Read first time 02/05/93. Referred to Committee on State Government.

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 1993 c 2 s 22 (Initiative Measure No.
5 134, approved November 3, 1992) are each amended to read as follows:

6 (1) Except as provided in subsection (5) 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.

14 (2) In addition to the materials required by subsection (1) of this
15 section, all political advertising undertaken as an independent
16 expenditure by a person or entity other than a party organization must
17 include the following statement on the communication "NOTICE TO VOTERS
18 (Required by law): This advertisement is not authorized or approved by
19 any candidate. It is paid for by (name, address, city, state)." If

1 the advertisement is undertaken by a nonindividual, then the following
2 notation must also be included: "Top Five Contributors," followed by
3 a listing of the names of the five persons or entities making the
4 largest contributions reportable under this chapter during the twelve-
5 month period before the date of the advertisement.

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

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

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

13 (c) Be in a printed or drawn box set apart from any other printed
14 matter; and

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

16 (4) Except as provided in subsection (5) of this section, all
17 written political advertising shall include the following signed
18 statement: "I fully accept responsibility for the accuracy of this
19 message." The statement shall be signed by the responsible party. For
20 radio or television political advertising, the same statement shall be
21 signed by the responsible party and filed with the broadcasting company
22 when time for the advertising is purchased or otherwise arranged to be
23 provided. The statement shall contain a reference which identifies the
24 advertising for which it is filed. Such a statement shall be open to
25 public inspection as provided by RCW 42.17.110 for other advertising
26 documents.

27 For the purposes of RCW 42.17.540 and this subsection, the
28 "responsible party" is as follows: If the sponsor of the advertising
29 is a candidate or the political committee of a candidate, the candidate
30 is the responsible party; if the sponsor of the advertising is a
31 political committee other than the political committee of a candidate,
32 the chairperson or other chief officer of the committee is the
33 responsible party, unless the committee has no such chairperson or
34 chief officer in which case the committee's treasurer is the
35 responsible party; and if the advertising is paid for by an independent
36 campaign expenditure, as defined in RCW 42.17.100, the sponsor of the
37 advertising is the responsible party.

38 (5) Political yard signs are exempt from the requirement of
39 subsections (1) and (2) of this section that the name and address of

1 the sponsor of political advertising be listed on the advertising and
2 from the requirements of subsection (4) of this section. In addition,
3 the public disclosure commission shall, by rule, exempt from the
4 identification requirements of subsections (1) and (2) of this section
5 and from the requirements of subsection (4) of this section forms of
6 political advertising such as campaign buttons, balloons, pens,
7 pencils, sky-writing, inscriptions, and other forms of advertising
8 where identification or statement is impractical.

9 ((+5)) (6) For the purposes of this section, "yard sign" means any
10 outdoor sign with dimensions no greater than eight feet by four feet.

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

13 (1) Except as provided in subsection (2) of this section, the
14 responsibility for compliance with RCW 42.17.510 through 42.17.530
15 shall rest with the sponsor of the political advertising or the
16 advertising's responsible party and not with the broadcasting station
17 or other medium.

18 (2) If a broadcasting station or other medium changes the content
19 of a political advertisement, the station or medium shall be
20 responsible for any failure of the advertisement to comply with RCW
21 42.17.510 through 42.17.530 that results from that change.

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