
HOUSE BILL 1053

State of Washington

55th Legislature

1997 Regular Session

By Representatives Pennington, Mielke, Boldt and D. Schmidt

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

1 AN ACT Relating to independent expenditures on written political
2 advertising relating to a candidate undertaken as an independent
3 expenditure; and amending RCW 42.17.510.

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

5 **Sec. 1.** RCW 42.17.510 and 1995 c 397 s 19 are each amended to read
6 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 shall be unlawful. The
12 party with which a candidate files shall be clearly identified in
13 political advertising for partisan office.

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

1 is paid for by (name, address, city, state)." If the advertisement
2 undertaken as an independent expenditure is undertaken by a
3 nonindividual other than a party organization, then the following
4 notation must also be included: "Top Five Contributors," followed by
5 a listing of the names of the five persons or entities making the
6 largest contributions reportable under this chapter during the twelve-
7 month period before the date of the advertisement.

8 (3) In addition to the requirements of subsections (1) and (2) of
9 this section, all written political advertising in the form of
10 brochures, articles, newspaper ads, tabloids, flyers, and the like,
11 relating to a candidate undertaken as an independent expenditure, that
12 cites a vote on legislation taken by a candidate, must identify the
13 legislation and include the relevant text of the section or sections in
14 the written advertising. The identification of the legislation and
15 text of the section or sections must be in at least ten-point type, or
16 in type at least ten percent of the largest size type used in the
17 written communication, whichever is larger.

18 (4) The statements and listings of contributors required by
19 subsections (1) and (2) of this section shall:

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

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

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

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

27 ~~((4))~~ (5) Political yard signs are exempt from the requirement of
28 subsections (1) and (2) of this section that the name and address of
29 the sponsor of political advertising be listed on the advertising. In
30 addition, the public disclosure commission shall, by rule, exempt from
31 the identification requirements of subsections (1) and (2) of this
32 section forms of political advertising such as campaign buttons,
33 balloons, pens, pencils, sky-writing, inscriptions, and other forms of
34 advertising where identification is impractical.

35 ~~((5))~~ (6) For the purposes of this section, "yard sign" means any
36 outdoor sign with dimensions no greater than eight feet by four feet.

--- END ---