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**State Government Committee**

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**HB 1553**

**Brief Description:** Requiring automated telephonic political ads to contain the sponsor's name and phone number at the beginning of the message.

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

**Brief Summary of Bill**

- Requires automated telephonic political advertising to include the sponsor's name and phone number.

**Hearing Date:** 2/20/03

**Staff:** Anne Warwick (786-7291) and Katie Blinn (786-7114).

**Background:**

Automated telephonic calls or "autodialers" produce, store and dial telephone numbers using a random or sequential number generator. Autodialers are commonly used to place artificial or prerecorded voice calls. The Federal Communications Commission regulates calls using artificial or prerecorded messages. These calls may not be made to residential telephone numbers except in the following cases:

- emergency calls needed to ensure the consumer's health and safety;
- calls which have prior consent;
- non-commercial calls;
- calls which don't include any unsolicited advertisements;
- calls by, or on behalf of, tax-exempt non-profit organizations; or
- calls from entities with which you have an established business relationship.

If an autodialer is used to deliver an artificial or prerecorded voice message, that message must state, at the beginning, the identity of the business, individual, or other entity initiating the call. During or after the message, the caller must give the telephone number (other than that of the autodialer or prerecorded message player that placed the call) or address of the business, other entity, or individual that made the call.

Currently, all written, radio, and television political advertising must include the sponsor's name and address. Exemptions from this requirement are: campaign buttons, balloons, pens, yard signs, and other forms of advertising where identification of the sponsor would be impractical.

**Summary of Bill:**

All automated telephonic political advertising relating to candidates or ballot propositions must include the sponsor's name and phone number at the beginning of the phone message.

**Appropriation:** None.

**Fiscal Note:** Not Requested.

**Effective Date:** The bill takes effect ninety days after adjournment of session in which bill is passed.