

# SENATE BILL REPORT

## SB 6089

---

---

As Reported by Senate Committee On:  
Government Operations, Tribal Relations & Elections, January 24, 2012

**Title:** An act relating to the disclosure of telephone campaign advertising in state and local election campaigns.

**Brief Description:** Requiring sponsor identification on certain telephone campaign advertising.

**Sponsors:** Senators Pridemore, Swecker, Keiser, Ranker, Conway, Kline, Prentice, Shin, Rolfes, Parlette, Zarelli, Eide, Schoesler, Kastama, Roach, Kohl-Welles, Benton and Sheldon; by request of Public Disclosure Commission.

**Brief History:**

**Committee Activity:** Government Operations, Tribal Relations & Elections: 1/17/12, 1/24/12 [DP].

---

### SENATE COMMITTEE ON GOVERNMENT OPERATIONS, TRIBAL RELATIONS & ELECTIONS

**Majority Report:** Do pass.

Signed by Senators Pridemore, Chair; Prentice, Vice Chair; Swecker, Ranking Minority Member; Chase, Nelson and Roach.

**Staff:** Sharon Swanson (786-7447)

**Background:** Political advertising is subject to regulation under statute. Such advertising includes any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations, or other specified means of mass communication for political purposes relating to candidates or ballot propositions.

The various forms of political advertising, whether relating to candidates or ballot propositions, are required to meet disclosure and formatting requirements tailored to the specific type of advertising being used. For example, written political advertising must include the sponsor's name and address. Radio and television advertising must disclose the sponsor's name. For partisan offices, a candidate running as an independent or as a member of a party must clearly identify his or her independent status or party affiliation in electioneering communications and political advertising.

---

*This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not a part of the legislation nor does it constitute a statement of legislative intent.*

**Summary of Bill:** All telephone political advertising of 500 or more, identical or substantially similar, calls in the 12 month period prior to the election, whether relating to candidates or ballot propositions, must include the sponsor's name, city, and state clearly spoken or recorded.

**Appropriation:** None.

**Fiscal Note:** Not requested.

**Committee/Commission/Task Force Created:** No.

**Effective Date:** Ninety days after adjournment of session in which bill is passed.

**Staff Summary of Public Testimony:** PRO: The Public Disclosure Commission (PDC) strongly supports this bill. This bill will allow for greater transparency. This bill extends current requirements to all types of telephone political advertising. The bill makes it easier for people to follow the money when it comes to political advertising.

**Persons Testifying:** PRO: Andrea McNamara Doyle, PDC.