

# SENATE BILL REPORT

## SB 6529

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As of February 1, 2012

**Title:** An act relating to changing requirements for electioneering communications.

**Brief Description:** Changing requirements for electioneering communications.

**Sponsors:** Senator Pridemore.

**Brief History:**

**Committee Activity:** Government Operations, Tribal Relations & Elections: 1/31/12.

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

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

**Background:** Political advertising is subject to regulation under statute. Political 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.

An electioneering communication is any broadcast, cable, or satellite television or radio transmission; postal service mailing; billboard; newspaper; or periodical that identifies a candidate, appears within 60 days before an election, and has a fair market value of \$5,000 or more, either alone or in combination with other communications regarding the same candidate by the same sponsor.

Currently an independent expenditure or electioneering communication transmitted via television or other medium that includes a visual image is required to carry the statement: "No candidate authorized this ad. Paid for by (name, city, state)." The statement must either be clearly spoken or appear in print and be visible for at least four seconds, appear in letters greater than 4 percent of the visual screen height, and have a reasonable color contrast with the background.

**Summary of Bill:** The requirement is amended that the statement "No candidate authorized this ad. Paid for by (name, city, state)" must be clearly spoken and appear in print. All additional requirements for the statement are unchanged.

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*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.*

**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:** None.

**Persons Testifying:** No one.