
Government Operations & Elections Committee

SB 5258

Brief Description: Aggregating the cost of related ballot measure advertisements for purposes of top five sponsor identification requirements.

Sponsors: Senators Benton, Roach, Hasegawa, Conway, Billig, Rivers and Fraser; by request of Public Disclosure Commission.

Brief Summary of Bill

- Requires the top five sponsor identification be listed once the aggregated costs of related ballot measure advertisements sponsored by the same committee total \$1,000 or more.
- Clarifies that top five contributor identification is not required to be listed on political yard signs.

Hearing Date: 3/19/13

Staff: Marsha Reilly (786-7135).

Background:

All written political advertising must include the sponsor's name and address. Political advertising that is broadcast must include the sponsor's name. Political advertising undertaken as an independent expenditure by a person or entity other than a party organization, and all electioneering communications must include a statement indicating that the advertisement is not authorized by any candidate, as well as information on who paid for the advertisement. If an advertisement is an independent expenditure or electioneering communication sponsored by a political committee, the top five contributors must be listed.

Political advertising costing \$1,000 or more, that supports or opposes a ballot measure, and is sponsored by a political committee, must include a listing of the names of the five persons or

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entities making the largest contributions in excess of \$700 during the 12-month period before the date the advertisement is initially published or presented to the public.

In 2012 the Legislature expanded the requirement to list the top five contributors in political advertising to political committees supporting or opposing ballot measures. Prior to that time, the top five contributor information was required only for advertising regarding candidates.

Summary of Bill:

Political advertising for ballot measures, sponsored by the same political committee, must include the information on the top five contributors once the cumulative value of the advertising reaches the \$1,000 threshold. Yard signs, and other forms of advertising where identification is impractical, such as campaign buttons, balloons, pens, pencils, skywriting, and inscriptions, are exempt from the sponsor identification requirement.

Appropriation: None.

Fiscal Note: Available.

Effective Date: The bill takes effect 90 days after adjournment of the session in which the bill is passed.