

HOUSE BILL REPORT

SB 5258

As Passed House:
April 15, 2013

Title: An act relating to aggregating the cost of related ballot measure advertisements for purposes of top five sponsor identification requirements.

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 History:

Committee Activity:

Government Operations & Elections: 3/19/13, 3/20/13, 3/26/13 [DP].

Floor Activity:

Passed House: 4/15/13, 72-25.

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.

HOUSE COMMITTEE ON GOVERNMENT OPERATIONS & ELECTIONS

Majority Report: Do pass. Signed by 7 members: Representatives Hunt, Chair; Bergquist, Vice Chair; Buys, Ranking Minority Member; Carlyle, Fitzgibbon, Orwall and Van De Wege.

Minority Report: Do not pass. Signed by 4 members: Representatives Taylor, Assistant Ranking Minority Member; Alexander, Kristiansen and Manweller.

Staff: Marsha Reilly (786-7135).

Background:

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.

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 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.

Staff Summary of Public Testimony:

(In support) The bill allows the Public Disclosure Commission to implement the policy passed last year in the manner intended. The language is necessary to minimize the opportunity for a political committee to evade the requirement to list the top five contributors on advertisements related to ballot measures.

(Opposed) None.

Persons Testifying: Andrea McNamara Doyle, Public Disclosure Commission.

Persons Signed In To Testify But Not Testifying: None.