



**State of Washington**  
**PUBLIC DISCLOSURE COMMISSION**

711 Capitol Way Rm. 206, PO Box 40908 • Olympia, Washington 98504-0908

(360) 753-1111 • FAX (360) 753-1112

**Toll Free 1-877-601-2828 • E-mail: [pdcc@pdcc.wa.gov](mailto:pdcc@pdcc.wa.gov) • Website: [www.pdca.wa.gov](http://www.pdca.wa.gov)**

## **Memo**

To: PDC Commissioners  
From: Sean Flynn, General Counsel  
Date: October 15, 2024  
Re: Proposed Rulemaking re Sponsor Identification Exemption – WAC 390-18-030

---

PDC Staff has prepared draft rule amendments as part of the agency rulemaking to implement the new law (HB 2032) that removed the exemption for sponsor identification on yard signs. If approved, the proposed rule will be published with the state registrar and set for public hearing. The Commission may make changes to the proposed rule before final adoption, so long as the changes are not substantially different from the proposed rule.

The Commission adopted an emergency rule in June 2024, to take effect for the 2024 election cycle. The emergency rule is currently in effect until December 15, 2024. (It can be renewed for an additional 120 days if necessary). The emergency rule provides that sponsor identification is required on political yard signs printed on or after June 6, 2024, the effective date of new law. Signs printed before the effective date are not required to include sponsor identification.

This current draft rule does not include the June 6<sup>th</sup> cut-off date. That provision was adopted by emergency rule just to assist campaigns through the 2024 election as it was understood that campaigns may have already printed signs before the law was enacted. However, after the 2024 election, there would be an expectation that campaigns have sufficient notice of the new law to include sponsor identification on yard signs for future elections.

The draft rule also includes a small change to the exemption for campaign paraphernalia under 4”x15” square inches (roughly the dimensions of a bumper sticker). Based on a request from Jim Lazar in a previous petition for rulemaking, the dimensions would change to paraphernalia under 60” square inches, in order to account for different non-rectangular shapes of small advertising. The Commission denied the rulemaking petition in anticipation of this current rulemaking. Staff recommends this technical change as it provides additional flexibility and avoids a hyper-technical interpretation of the requirement.

If the Commission adopts the draft proposed rule, staff recommends setting the public hearing at the December 12, 2024 commission meeting. This would provide time for the Commission to approval the final adoption of the rule to become effective upon expiration of the emergency rule.