



**State of Washington
PUBLIC DISCLOSURE COMMISSION**

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Memo

To: PDC Commissioners

From: Sean Flynn, General Counsel

Date: December 5, 2024

Re: Proposed Rulemaking re Sponsor Identification Exemption – WAC 390-18-030

In October, the Commission approved proposed rule changes to WAC 390-18-030 regarding exemptions to the sponsor identification requirements for political advertising. The proposed rule was published for public comment and scheduled for public hearing at the Commission meeting on December 12, 2024.

The proposed rules made two changes including (a) reference to the new law (HB 2032) enacted this year that removed the exemption for sponsor identification on yard signs; and (b) adjustments to the measurement of the printing surface of paraphernalia where sponsor identification would be impracticable.

The Commission will consider at the upcoming public hearing any comments received on the proposed rules, and any further changes to the proposed rules that should be incorporated for final adoption. PDC Staff are presenting an updated draft (attached) with one additional change to the proposed rule to include a clarifying statement that the exemption from sponsor identification does not permit the advertising to include false or misleading sponsor identification. Staff recommends the Commission consider this change to include with any other public comment received for the hearing.

The Commission may adopt the proposed rule at the upcoming hearing, but is not required to act within a certain deadline, and therefore may postpone a decision to a future meeting. If the Commission decides to postpone a decision, Staff will recommend renewing the emergency rule, adopted in June 2024, to implement HB 2032. That emergency rule currently is set to expire on December 15, 2024.