



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 • Website: www.pdcc.wa.gov

To: Members, Washington State Public Disclosure Commission
From: Lori Anderson, Communications & Training Officer
Date: July 16, 2016
Re: Rules Development Agenda | July – December 2016

The Commission is required to prepare a rules development agenda that includes planned rule making for the last six months of the year. By the end of July, the Commission submits the agenda to the Code Reviser for publication in the State Register.

Staff proposes the Commission consider rule making that will:

1. **Establish reporting deadlines for surplus funds accounts.** Surplus campaign funds may be held in a separate account for nonreimbursed public office-related expenses or other authorized uses. [RCW 42.17A.430](#). Expenditures from the account are disclosed in accordance with [RCW 42.17A.240](#), which provides for just the contents of a report.

[RCW 42.17A.235](#) sets out a reporting schedule for candidates and political committees, but not surplus funds accounts. There is no reporting schedule for surplus funds accounts. When asked, the staff will suggest that reports be filed when more than \$200 has been spent, which is the reporting threshold RCW 42.17A.235 provides for candidates and political committees outside of the election season.

RCW 42.17A.240(11) grants the Commission authority to require information by rule that conforms with the policies and purposes of RCW 42.17A. Setting a reporting schedule will establish clear guidance for holders of surplus funds accounts and provide timely public access to the information.

2. **Allow an initial personal finance statement (F-1) required to be filed in December to satisfy both the initial filing requirement and the next year's annual filing requirement.** An individual appointed to a position subject to the F-1 filing requirement must submit the initial report within two weeks of the appointment date. The annual April 15 reporting requirement kicks in the following year. For individuals appointed at the end of a year and filing the initial report in December, the reporting periods for these two reports are nearly identical – the initial report discloses information for the 12 months prior to the appointment and the annual report covers the previous calendar year.

Staff believes this is a user-friendly proposal for the regulated community that does not deprive the public of critical information.

- 3. Presume certain reports are timely filed if received within a certain number of days of the filing deadline.** For reports that are not electronically filed, the post office cancellation mark on the envelope is the received date. [RCW 42.17A.140\(1\)](#).

A 2016 agency-request bill proposed an amendment that would presume a report was timely filed if received within five business days of the due date. The proposed amendment would have accommodated instances of no postmark and made operations more efficient by allowing the received date to be stamped when reports are scanned and relieving the staff of manually sorting and date stamping incoming mail.

Interpretations to be converted to rule: None at this time.

Other suggestions: The Commission has suggested including examples in its rules to better explain how to disclose independent expenditures and electioneering communications. Staff suggests that the online instructions are a better location for examples, since the political advertising provisions in RCW 42.17A are amended somewhat frequently, rules are not easily or quickly changed, and the Commission is proscribed from adopting political advertising rules that take effect July 1 through the general election. The resources currently available on the Commission's website are attached for the Commission's review.

Attachments: Independent Expenditure Ads & Electioneering Communications Brochure
Electioneering Communications Reporting Guide (with examples)
Comprehensive Guide to Sponsor ID and Disclosure Requirements

Political Advertising is ...

advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or TV presentations, or other means of mass communication, used for the purpose of appealing, directly or indirectly, for votes or for financial or other support or opposition in an election campaign.

“Mass communication” is a message intended to reach a large audience through any of the methods described above as well as periodicals, sample ballots, web sites, e-mails, text messages, social media, and other online or electronic formats enabling the exchange of communication.



Sending 100 or more identical or substantially similar letters, e-mails, or text messages to specific recipients within a 30-day period is an example of mass communication.

Defining independent expenditures and electioneering communications:

Political advertising that contains all of 1-5 OR A-D below, must comply with the disclosure requirements explained on the reverse side.

Independent Expenditure:

1. the ad supports or opposes a candidate for state, local, or judicial office;
2. the ad is paid for by someone other than a candidate, a candidate's committee or agent;
3. the sponsor does the advertising completely independently of any candidate supported in the ad (or the opponent of the candidate opposed), or a candidate's committee or agent;
4. the sponsor did not receive the candidate's encouragement or approval to do the ad; and
5. the ad costs at least \$1,000, or the cost of this ad when combined with the cost of earlier ads supporting or opposing the candidate, totals \$1,000 or more.

Electioneering Communication:

- A. clearly identifies at least one candidate for state, local, or judicial office;
- B. appears within 60 days of an election in the candidate's jurisdiction;
- C. is produced through radio, TV, postal mailing, billboard, newspaper, or periodical; and
- D. either alone, or in combination with other communications by the sponsor identifying the candidate, has a fair market value of \$1,000 or more.

Sponsor ID requirements for political advertising supporting or opposing just ballot measures are explained in the PDC's Political Advertising Guide.

A sponsor of an independent political ad regarding a ballot measure and a candidate must prorate the cost of the ad to determine if the candidate portion meets either 1-5 or A-D above. If so, the sponsor complies with the disclosure requirements explained on the reverse side.



Supplement to Political Advertising Guide

March 2016



Public Disclosure Commission
Shining Light on Washington Politics Since 1972

711 Capitol Way Rm 206
P O Box 40908
Olympia WA 98504-0908
(360) 753-1111
Toll-free 1-877-601-2828
www.pdc.wa.gov
e-mail: pdc@pdc.wa.gov

SPONSOR REQUIREMENTS:

The statement “No candidate authorized this ad. It is paid for by (name, address, city state)” must be a part of the ad. A political committee, *except for a bona fide party committee*, must also include:

- “Top Five Contributors” followed by a list of the names of the five contributors who made the largest contributions in excess of \$700 to the committee during the 12 months before the ad appears. AND
- The full name of the individual or entity that established or directly maintains or controls the sponsoring committee (or indirectly maintains or controls the sponsoring committee through the formation of one or more political committees).

Recommended format:

No candidate authorized this ad. It is paid for by The Committee for Good Government (Gotham City Merchants Assn.) Top 5 Contributors . . .



Always include the party preference of a candidate running for partisan office.



Written ads & websites:

Size & Placement: Party preference and sponsor requirements must:

- appear on the first page of the communication in at least 10 point type, or
- for billboards or posters, appear in type at least 10% of the largest size type used in the ad, and
- be set apart from any other ad text. Do not screen or half-tone the text.

Exception—small online ads with limited characters may display the required elements in an automatic display such as a mouse tip/rollover or nonblockable pop-up that remains visible for at least 4 seconds OR on a webpage that is conspicuously linked to the small ad and reached by one click of the mouse.

Yard signs no bigger than 8' x 4', clothing such as T-shirts, and bumper stickers no bigger than 4"x15" are **exempt** from the sponsor requirements. The PDC's Political Advertising Guide has a more complete list of exempt items.

Broadcast ads, videos, telephone and online audio ads—Candidate party preference and required disclosures must be clearly spoken. An abbreviation may be used when naming a Top 5 contributor, provided the full name of the contributor has already been clearly spoken in the ad.



ALTERNATE OPTION FOR TV AND OTHER MEDIUMS WITH A VISUAL IMAGE

—The “paid for by” statement and political committee disclosures may appear in print, so long as they are visible for at least 4 seconds, appear in letters greater than 4% of the visual screen height, and have a reasonable color contrast with the background.



Exception—Bona fide political party committees are required to include the “no candidate authorized this ad . . .” statement in broadcast ads, but not the Top 5 contributors or controlling entity.

“A candidate’s party preference must be clearly spoken in broadcast ads.”

See the PDC’s Political Advertising Guide for a list of party abbreviations.

Refer to the PDC’s Political Advertising Guide for false political advertising and other prohibitions.



DISCLOSURE:

Electioneering Communication: [Electronically file](#) PDC Form C-6 within 24 hours of when the ad appears to the public.*

Independent Expenditure (IE):

Ad appears within 21 days of an election and costs \$1,000 or more, regardless of who is the sponsor

[Electronically file](#) or otherwise deliver Form C-6 to the PDC within 24 hours of when the ad appears to the public.

All other IEs, unless sponsored by a political committee (a political committee will report the expense on a C-4)

[Electronically file](#) or otherwise deliver Form C-6 to the PDC within 5 days of spending \$100 or more. [Political committee reports expenditure on C-4 report.]

*These sponsors of electioneering communications must file the C-6 and generally have additional reporting requirements:

in-state political committee (C-1, C-3, C-4),
out-of-state political committee (C-5),
lobbyist (L-1, L2), and
grass roots lobbying campaigns (L-6).

ELECTIONEERING COMMUNICATIONS GUIDE

WAC 390-18-060
Electioneering
Communication
Reporting Threshold
And Sponsors

Examples and Illustrations

2016



Washington State Public Disclosure Commission

711 Capitol Way Rm 206
P O Box 40908
Olympia WA 98504-0908
(360) 753-1111
Toll-free 1-877-601-2828

www.pdc.wa.gov
e-mail: pdc@pdc.wa.gov

Washington state law requires sponsors of electioneering communications to disclose within 24 hours who is paying for the communications and their cost.

An electioneering communication is an advertisement that has all of these characteristics:

- The communication clearly identifies at least one candidate for state, local, or judicial office;
- Appears within 60 days of an election in the candidate's jurisdiction*;
- Appears through one or more of the following media—radio, television, postal mailing, billboard, newspaper, or periodical; and
- Either alone, or in combination with other communications by the sponsor identifying the candidate, has a fair market value of \$1,000 or more.

Advertisements that do not qualify as electioneering communications may be independent expenditures. See the last page for a chart comparing electioneering communications and independent expenditures.

WHO MUST REPORT

Any sponsor of an electioneering communication regardless of whether the sponsor paid all or a portion of the cost(s) associated with the communication.

*For the 2016 primary election, the ad(s) appears between June 3 and August 1, 2016, inclusive. For the 2016 general election, the ad(s) appears between September 9 and November 7, 2016, inclusive.

REPORTING REQUIREMENTS

Once the electioneering communication definition is met, a sponsor is required to file an Electioneering Communication Report (PDC Form C-6).

The C-6 report must be filed:

- within 24 hours of, or on the first working day after, the date the communication was broadcast, mailed, erected, or published, and
- electronically—the PDC's electronic C-6 filing application is available at <http://www.pdc.wa.gov/filers/advertise/default.aspx>.

No reporting is required if the fair market value of an electioneering communication, alone or in combination with other communications by the same sponsor identifying the same candidate, is less than \$1,000.

If an electioneering communication identifies multiple candidates, prorate the fair market value of the communication among the candidates identified, and report only the portions that meet the threshold of 1,000 or more.

If, however, a person continues to sponsor electioneering communications and the aggregate prorated fair market value for one or more candidates identified in those communications reaches the \$1,000 threshold, ALL of the electioneering communications whose fair market values were a part of the aggregate must be reported.

Step 1 Ask yourself these questions:

The questions and their answers will help you determine if an advertisement meets the electioneering communication threshold.

Question #1:

Is the fair market value of the advertisement(s) \$1,000 or more?

Yes → If one candidate is identified, sponsor reports within 24 hours.

Yes → If more than one candidate is identified, go to the next question.

No → Stop here.

Question #2:

Is the prorated fair market value of the advertisement(s) for one or more of the candidates \$1,000 or more?

Yes → If the answer is “yes” for all candidates, sponsor reports for all candidates within 24 hours.

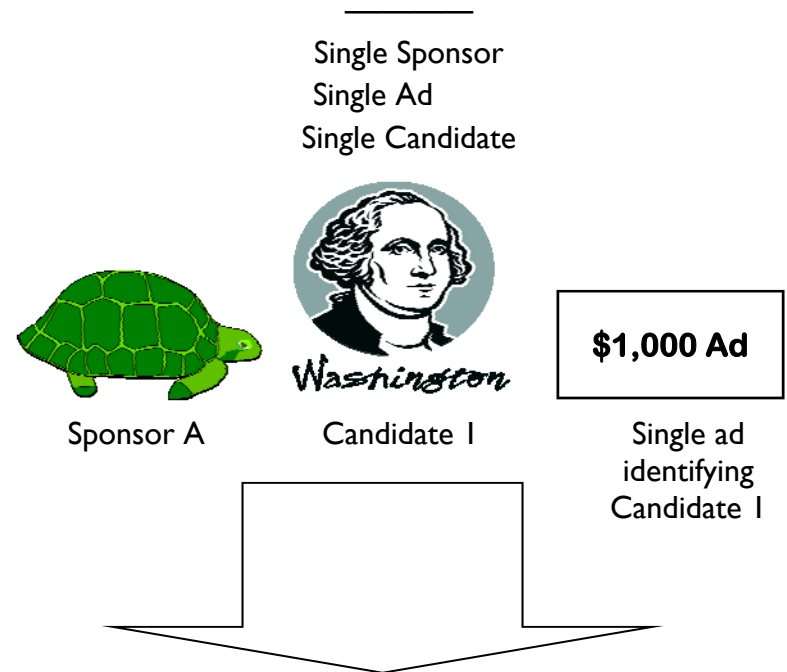
Yes → If the answer is “yes” for some candidates, sponsor reports for those candidates within 24 hours.

No → Stop here.

Step 2 Review these examples.

The examples depict scenarios involving single and multiple electioneering communications by one or more sponsors. An explanation of when the activity must be reported follows each example along with an explanatory illustration.

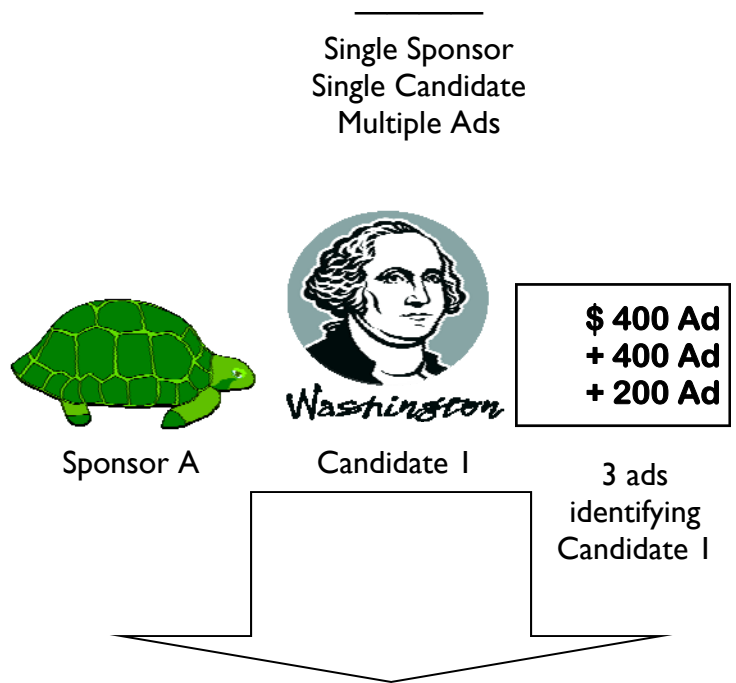
Single sponsor, single ad. Sponsor A pays for an electioneering communication identifying Candidate I and the communication has a fair market value of \$1,000 or more. The electioneering communication is reportable by Sponsor A.



Sponsor A reports within 24 hours of when ad runs.

Single sponsor, multiple ads. Sponsor A pays for three electioneering communications identifying Candidate I, and the communications have an aggregate fair market value of \$1,000 (\$400 for the first, \$400 for the second, and \$200 for the third). All three communications are reportable within 24 hours of the third communication being first broadcast, transmitted, erected, distributed or otherwise published.

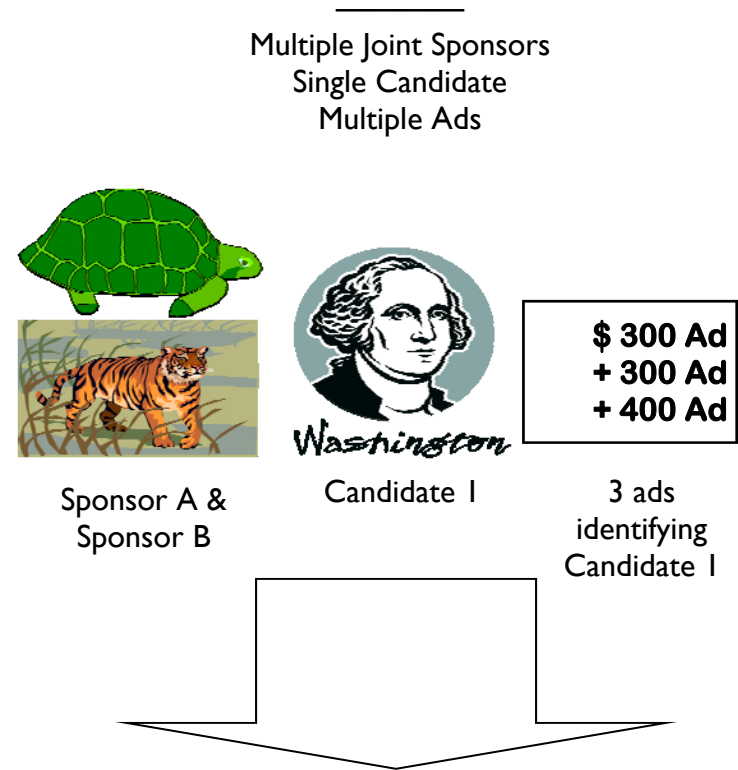
All subsequent electioneering communications by Sponsor A identifying Candidate I are reportable.



Sponsor A reports all ads within 24 hours of when 3rd ad runs.

Multiple sponsors, multiple ads. Sponsors A and B jointly agree to pay for three electioneering communications identifying Candidate I, and the communications have a total fair market value of \$1,000 (\$300 for the first, \$300 for the second, and \$400 for the third).

All three communications become reportable when the third communication is sponsored.

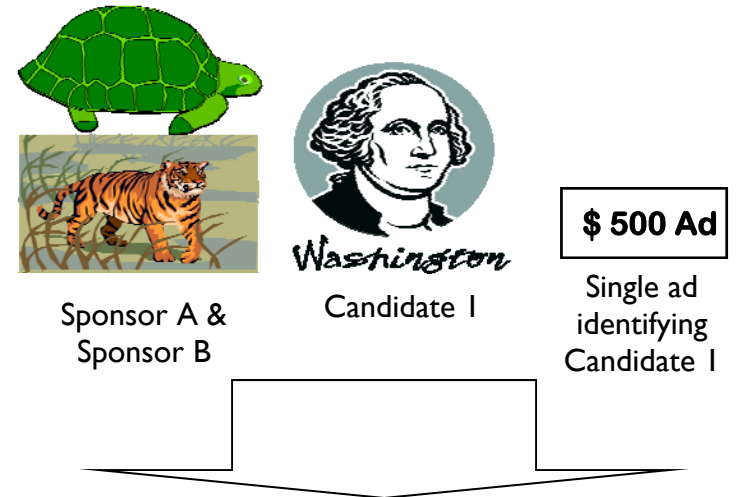
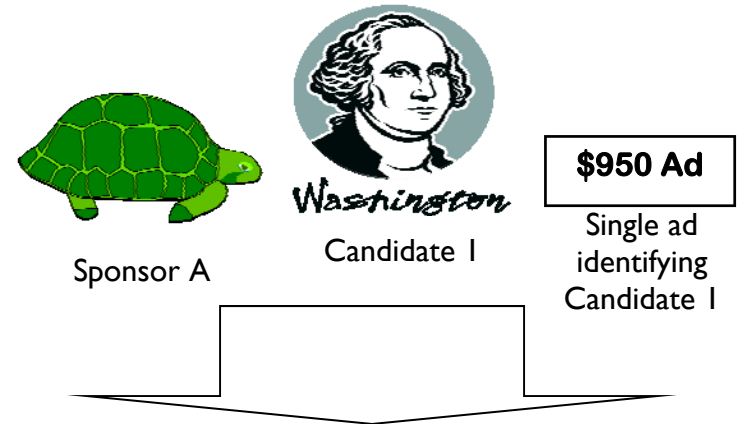
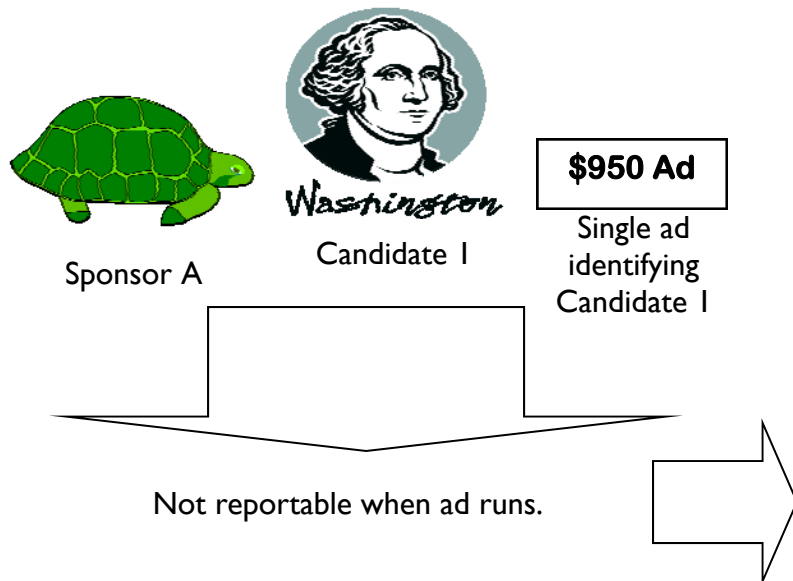


Sponsor A and Sponsor B each report own portion of all ads within 24 hours of when 3rd ad runs.

Multiple sponsors, multiple ads. Sponsors A and B have separately paid for an electioneering communication identifying Candidate I, and each communication has a fair market value of \$950. Those communications are not reportable because they have not yet reached the \$1,000 threshold. Sponsors A and B then jointly agree to pay for another electioneering communication identifying Candidate I, and the communication has a fair market value of \$500. Now the \$1,000 reporting threshold has been reached and within 24 hours of the jointly sponsored communication being published, that communication and prior separately sponsored communications identifying Candidate I are reportable by Sponsors A and B.

All subsequent electioneering communications by Sponsors A and/or B identifying Candidate I are reportable.

**Multiple Joint Sponsors
Separately & Jointly Sponsored Ads
Single Candidate
Multiple Ads**

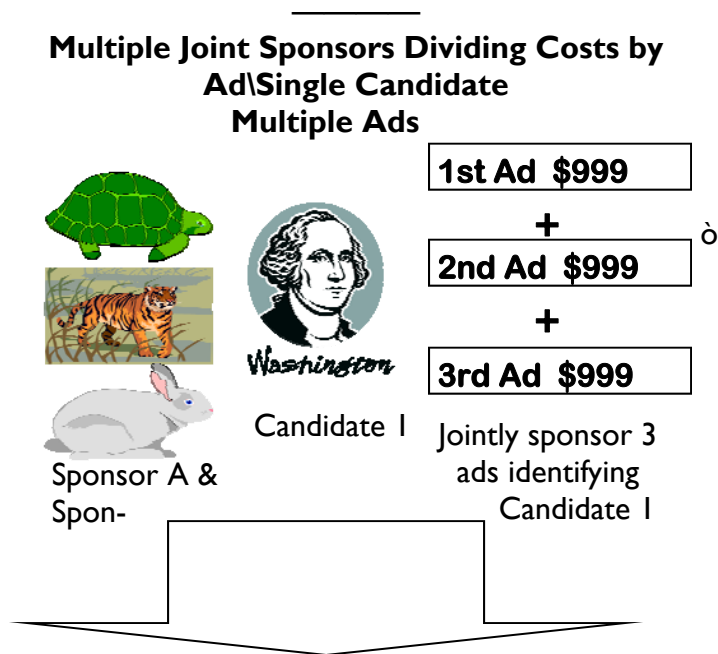


Sponsor A reports its \$950 ad and its portion of \$500 ad within 24 hours of when jointly sponsored ad runs and

Sponsor B reports its \$950 ad and its portion of \$500 ad within 24 hours of when jointly sponsored ad runs.

Multiple sponsors, multiple ads. Sponsors A, B, and C jointly plan and agree to pay for a series of electioneering communications identifying Candidate I. They decide that Sponsor A will pay for the first ad, Sponsor B will pay for the second ad, and Sponsor C will pay for the third ad. Each ad has a fair market value of \$999. Because A, B, and C are acting in concert as one sponsoring entity for the electioneering communications, upon the publishing of the second ad the \$1,000 threshold is met and A, B, and C have an obligation to report the electioneering communications within 24 hours. Likewise, A, B, and C have an obligation to report the third electioneering communication within 24 hours of its publication.

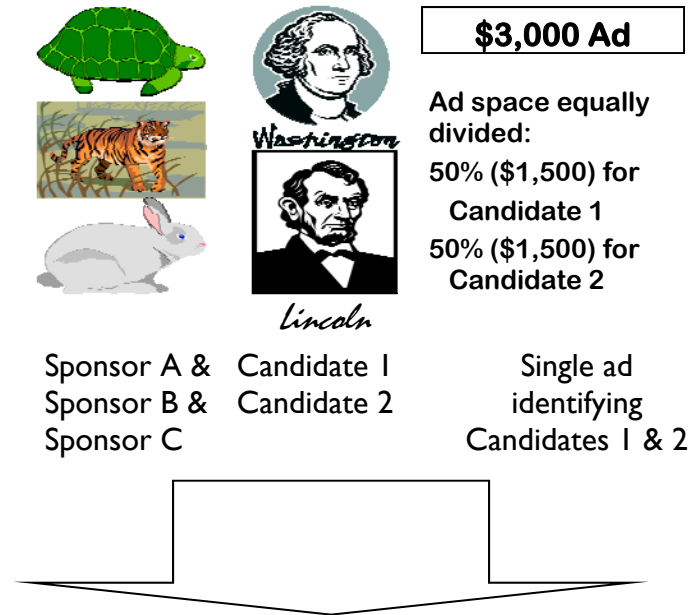
All subsequent electioneering communications by sponsors A, B, and/or C identifying Candidate I are reportable.



Sponsor A reports 1st ad and Sponsor B reports 2nd ad within 24 hours of when 2nd ad runs. Sponsor C reports 3rd ad within 24 hours of when it runs.

Prorating an ad. If 80% of one or more electioneering communications with a fair market value of \$1,250 relates to a message or messages about Candidate I, and the remaining 20% relates equally to two ballot propositions, the communication is reportable by the sponsor or sponsors because the \$1,000 threshold has been met. All subsequent electioneering communications identifying Candidate I are reportable.

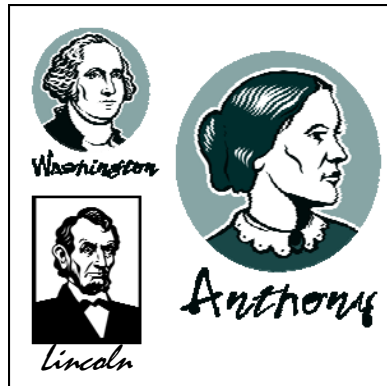
Multiple Joint Sponsors
Multiple Candidates
One Ad



Ad is reportable within 24 hours of when it runs. Sponsors A, B, and C each report their own portion—\$500 for each candidate (because there are two candidates and each sponsor provided \$1,000 for the ad).

**Multiple Joint Sponsors
Multiple Candidates
Multiple Ads**

First ad—mailed flier



\$1,200 Ad

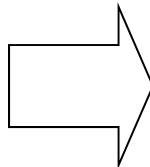
Ad space divided as follows:
25% (\$300) for Candidate 1
25% (\$300) for Candidate 2

Sponsor A &
Sponsor B &
Sponsor C

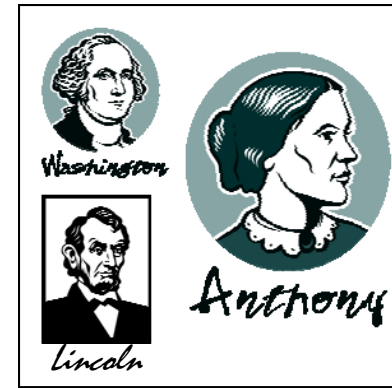
Candidates
1, 2, & 3

[First of 2 ads
identifying
Candidates 1,
2, & 3]

Ad not reportable at time it runs.



Second Ad—TV



+ \$2,600 Ad

Ad space divided as follows:
25% (\$700) for Candidate 1
25% (\$700) for Candidate 2

[Second of 2 ads identifying
Candidates 1, 2, & 3]

Both ads become reportable within 24 hours of when second ad runs (\$1,000 threshold is met for all candidates when second ad runs):

Sponsors A, B, & C each report their own portion of the funding for the ads for each candidate (each sponsor reports 1/3—their portion—of funding for each candidate in both ads, assuming each sponsor provided 1/3 of the total cost).

A sponsor of an advertisement that does not meet the definition of electioneering communication should review the chart on the next page that compares independent expenditures and electioneering communications to determine if the advertisement is an independent expenditure.

The sponsor of an advertisement that meets the definition of independent expenditure and electioneering communication must complete the entire C-6 form, including sections 4 and 5.

When a contribution ...

An electioneering communication made in cooperation, consultation, or concert with, or at the request or suggestion of 1) a candidate, a candidate's authorized committee, or agents or 2) a political committee or its agents is an in-kind contribution to the candidate or the political committee and is not reported on PDC Form C-6. Instead, the sponsor immediately notifies the benefited candidate or committee of the communication's fair market value so that the recipient can report receiving the contribution. An electioneering communication that is a contribution is subject to any applicable contribution limit or other restriction.

If an electioneering communication is a contribution and the sponsor is a political committee, lobbyist, or lobbyist employer required to file PDC reports, the sponsor must report making the contribution.

	Independent Expenditure	Electioneering Communication
Definition	<ul style="list-style-type: none"> Political advertisement that supports or promotes the defeat of a clearly identified candidate for state, local, or judicial office; Paid for by someone other than a candidate, a candidate's committee, or agent; Sponsor does the advertising completely independently of any candidate supported in the ad (or the opponent of the candidate opposed), or a candidate's committee or agent; Sponsor did not receive the candidate's encouragement or approval to do the ad; May appear at any time, any where (note special reporting deadline when appearing within 21 days of an election and fair market value is \$1,000 or more; May appear in any format or medium; May include non-advertising expenditures, e.g., paid doorbelling supporting a candidate or ballot measure; and May support or oppose just ballot measures. 	<ul style="list-style-type: none"> Communication that clearly identifies at least one candidate for state, local, or judicial office; Paid for by someone other than a candidate, a candidate's committee or agent; Sponsor does the advertising completely independently of any candidate or a candidate's committee or agent; Sponsor did not receive the candidate's encouragement or approval to do the ad; Appears within 60 days of an election in the candidate's jurisdiction; Appears through one or more of the following media—radio, television, postal mailing, billboard, newspaper, or periodical; Either alone, or in combination with other communications by the sponsor identifying the candidate, has a fair market value of \$1,000 or more; and Does not include communications relating to just ballot measures.
Reporting Deadline	<p>24 hours of, or on the first working day after, the date the ad was first published, mailed, or otherwise presented to the public for ads with fair market value of \$1,000 or more and appearing within 21 days of an election.</p> <p> </p> <p>Within 5 days of making the expenditure for ads appearing more than 21 days before an election valued at \$100 or more.</p>	<p>24 hours of, or on the first working day after, the date the ad was broadcast, mailed, erected, or published.</p>
Electronic Reporting	Optional.	Required.
Report Donors	Not on the C-6 form unless ad also qualifies as an electioneering communication.	Yes, if contribution was more than \$250 in the aggregate.
Retro Reporting	None required. File the initial report and continue reporting if additional independent expenditures of any amount are made.	Required if the \$1,000 or more reporting threshold is reached by aggregating the fair market value of multiple political ads—report the triggering ad as well as each of the earlier ads whose fair market value is included in the aggregate total.

POLITICAL ADVERTISING GUIDE – WASHINGTON STATE
(summarizing Chapter 42.17A RCW and Title 390 WAC)

	CANDIDATE-SPONSORED AD/ CANDIDATE-COORDINATED	BALLOT MEASURE AD (including independent ads)	INDEPENDENT EXPENDITURE ABOUT A CANDIDATE	ELECTIONEERING COMMUNICATION
DEFINITION	<p>Mass communication used for the purpose of appealing, directly or indirectly, for votes or for financial or other support or opposition. [42.17A.005(36)]</p> <p>“Mass communication” means communication intended to reach a large audience, including advertising displays; newspaper; billboards; signs; brochures; articles; tabloids; fliers; periodicals; radio; TV; sample ballots; websites, web-based social media, other online communications; and 100 or more letters, e-mails, text messages, or similar communications that are identical or substantially similar in nature, directed to specific recipients, and sent within a 30-day period. [390-05-290]</p> <p>Does not include letters to the editor, news or feature articles, editorial comment or replies thereto in a regularly published newspaper, periodical, or on a radio or TV broadcast where payment for the space or time is not normally required. [390-05-290]</p>	<p>An advertisement that supports or opposes a candidate for state, local, or judicial office that:</p> <ul style="list-style-type: none"> • is paid for by someone other than the candidate or the candidate’s agent; • is produced independently of any candidate supported in the ad (or the opponent of the candidate opposed), or a candidate’s committee or agent; • is not produced with the encouragement or approval of the candidate; and • either alone, or in combination with other IEs about the candidate, the sponsor spends at least \$1,000. <p>[42.17A.005(26)]</p>	<p>An advertisement that supports or opposes a candidate for state, local, or judicial office that:</p> <ul style="list-style-type: none"> • is paid for by someone other than the candidate or the candidate’s agent; • is produced independently of any candidate supported in the ad (or the opponent of the candidate opposed), or a candidate’s committee or agent; • is not produced with the encouragement or approval of the candidate; and • either alone, or in combination with other IEs about the candidate, the sponsor spends at least \$1,000. <p>[42.17A.005(26)]</p>	<p>A communication that:</p> <ul style="list-style-type: none"> • clearly identifies at least one candidate for state, local, or judicial office, • appears within 60 days of an election in the candidate’s jurisdiction; • is produced through radio, TV, postal mailing, billboard, newspaper, or periodical;* and • either alone, or in combination with other communications by the sponsor identifying the candidate, has a fair market value of \$1,000 or more. <p>[42.17A.005(19)]</p> <p>*Does not include websites, emails, phone calls, or leaflets. [390-05-505]</p>
SPONSOR I.D. REQUIREMENTS and PLACEMENT	<p>“Paid for by” or “Sponsored by” and sponsor’s name and address. [42.17A.320; 390-18-010] If multiple sponsors, each must be identified. [390-18-010]</p> <p>Broadcast ads: Clearly speak sponsor ID. [390-18-010(6)]</p> <p>Written ads: Appears on 1st page or fold in at least 10 point type or, for billboards, posters, or similar ads, at least 10% or largest type; not half-tone or</p>	<p><i>In addition to</i> requirements explained in the column to the left, political committees include</p> <ul style="list-style-type: none"> • Top 5 contributors when aggregate spending on ads about a particular ballot measure reaches \$1,000. [42.17A.320(6)] 	<p>“No candidate authorized this ad. It is paid for by <i>name, address, city, state.</i>”** [42.17A.320(4) & (5)]</p> <p>Political Committees, except bona fide political party committees, are required to include</p> <ul style="list-style-type: none"> • Top 5 contributors [42.17A.320(2)(b)] and • Full name of the individual or entity that established or directly maintains or controls the sponsoring committee (or indirectly maintains or controls the sponsoring committee through the formation of one or more committees). [42.17A.320(2)(c)] <p>Written ads: See placement requirements in leftmost column. Broadcast ads: Clearly speak sponsor ID, Top 5, and committee information. Alternative for TV and other</p>	

POLITICAL ADVERTISING GUIDE – WASHINGTON STATE
(summarizing Chapter 42.17A RCW and Title 390 WAC)

	CANDIDATE-SPONSORED AD/ CANDIDATE-COORDINATED	BALLOT MEASURE AD (including independent ads)	INDEPENDENT EXPENDITURE ABOUT A CANDIDATE	ELECTIONEERING COMMUNICATION
	screened print; and set apart from other text. [42.17A.320(3)]		<p>broadcast ads with visual image: “No candidate authorized...” and political committee disclosures may appear in print, so long as they are visible for at least 4 seconds, appear in letters greater than 4% of the visual screen height, and have a reasonable color contrast with the background.</p> <p>**Use “paid for by” or “sponsored by” and sponsor’s name & address for ads costing less than \$1,000 in the aggregate about a particular candidate. [42.17A.320(1) and (2)]</p>	
TOP 5 CONTRIBUTORS		TOP 5 = five largest contributions exceeding \$700 during the 12 months before the ad appears. [42.17A.320(4) & (5); 390-18-025]		
PARTY PREFERENCE (speak in broadcast ads)	Required for partisan office candidates. [42.17A.320]		Required for partisan office candidates. [42.17A.320]	
DISCLOSURE REQUIREMENT	<p>Sponsoring committee discloses obligations/orders placed and expenditures on C-4/appropriate schedule. [42.17A.240]</p> <p>Sponsor who coordinates with benefitted campaign and who has a PDC reporting obligation discloses obligations/orders placed and expenditures constituting in-kind contributions:</p> <ul style="list-style-type: none"> • Political committee [in-state 42.17A.240 or out-of-state 42.17A.250] • Lobbyist – 42.17A.610; 390-20-020] • Lobbying Employer 42.17A.630(1)(d)/annual report; 42.17a.630(2)(a)/monthly L-3(c) • Major contributor who contributes more than \$18,000 in calendar year to state office and statewide ballot measure campaigns [42.17A.630(1)] <p>Last minute contribution reporting triggered for recipient campaign and sponsor political committee, lobbyist, or lob emp. [42.17A.265/political committee; 42.17A.625/lobbyists]</p>	<p>Independent expenditures about ballot measures:</p> <ul style="list-style-type: none"> • Report on C-6 within five days of spending \$100 or more, if sponsor has no other PDC filing 	<p>Sponsor files C-6 within 24 hours or first working day after IE ad is first presented to the public if ad appears within 21 days of an election and ad costs ≥ \$1,000. [42.17A.260] C-6 is <i>additional</i> disclosure requirement when sponsor is:</p> <ul style="list-style-type: none"> • Political committee discloses expense on C-4 or C-5 report, whichever is appropriate. • Lobbyist or lobbyist employer discloses expense on appropriate L-report. <p>For IEs not meeting 21-day/ ≥\$1,000 criteria, sponsor who has no other PDC filing requirement files C-6 within 5 days of initial expenditure and follows C-4 reporting schedule if spending continues. [42.17A.255]</p>	<p>Electronically file C-6 within 24 hours of when EC is presented to the public. [42.17A.305]</p>

POLITICAL ADVERTISING GUIDE – WASHINGTON STATE
(summarizing Chapter 42.17A RCW and Title 390 WAC)

	CANDIDATE-SPONSORED AD/ CANDIDATE-COORDINATED	BALLOT MEASURE AD (including independent ads)	INDEPENDENT EXPENDITURE ABOUT A CANDIDATE	ELECTIONEERING COMMUNICATION
		requirement. [42.17A.255] <ul style="list-style-type: none"> Report on C-6 within 24 hours if ad appears within 21 days of election and costs \$1,000 or more. (Required regardless of other filing requirements.) [42.17A.260] 	A sponsor, other than an individual, who has no other PDC filing requirement discloses expense on C-7, if the subject of the IE is a state office candidate. [42.17A.630(1)] NOTE: An advertisement that qualifies as both an independent expenditure and an electioneering communication must be disclosed as an electioneering communication. [390-16-063(3)]	

The Public Disclosure Commission’s [Political Advertising Guide](#) and [Independent Expenditure Ads & Electioneering Communications Supplement](#) contain a more complete explanation of political advertising requirements, including sponsor ID placement and exceptions to sponsor ID requirements.

Care has been taken to make this guide accurate yet concise, but this guide cannot be substituted for the applicable provisions of Chapter 42.17A RCW and Chapter 390 WAC. If the event of any conflict or omission, the laws and rules are controlling.