



STATE OF WASHINGTON  
PUBLIC DISCLOSURE COMMISSION

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Subject: RCW 42.17A.320(1) – Spoken party preference in political advertising videos

Dear Candidates and Consultants:

The Public Disclosure Commission (PDC) has received a large number of complaints this year regarding RCW 42.17A.320(1); specifically, the requirement for spoken party preference and/or sponsor identification in video, television, and internet political advertisements. We have received complaints about the advertisements of each of your campaigns.

After an internal review, it appears that there is either confusion as to when candidate information must be spoken in an advertisement rather than appearing on screen, lack of guidance to the regulated community, or a conflict between our state statutes and prior PDC interpretations. Given this situation, I have determined that the best course of action is to review the advertising requirements regarding party preference, candidate identification, and sponsorship information, and to work with the Commission on clear guidelines for the community.

It will not be possible to start this review until after November. Therefore, in the meantime we will not issue any decisions regarding spoken party preference and/or sponsor identification in political advertising videos until the Commission issues its interpretation. All matters that have been submitted to the PDC regarding this issue are now considered closed.

Please note that all other political advertising requirements continue to apply, and candidates must have party preference clearly visible in all advertising for partisan races – including yard signs. If you have questions, you may contact Jacob Berkey, toll-free at 1-877-601-2828, or by e-mail at [Jacob.berkey@pdc.wa.gov](mailto:Jacob.berkey@pdc.wa.gov).

Sincerely,

  
Evelyn Fielding Lopez  
Executive Director

cc: Public Disclosure Commission