



May 25, 2024

Rules Coordinator  
Public Disclosure Commission  
P. O. Box 40908  
Olympia, WA 98504-0908

### **Petition for Rule Amendment**

WAC 390-18-030

In accordance with the process set forth in RCW 34.05.330 and WAC 82-05, Petitioner Jim Lazar hereby submits a petition for an amendment to WAC 390-18-030.

The proposed amendment would strike the words [4" x 15"] and insert in its place [sixty] square inches. There is no change in the overall size of the exempt printed item, but this amendment would allow any **shape** paper.

The reason for this request is very simple. Copier paper in the United States is most often sold in a size of 8 1/2" x 11" which is known as "letter size." Political organizations (candidates and committees) often print "quarter-sheet" handouts, which are a nominal size 4 1/4" x 5 1/2" (with minor variation from cutting accuracy). Because of the extra quarter inch, these do not fit the 4" x 15" size that is exempt from sponsor ID.

There does not appear to be a basis for allowing "long-skinny" pieces to be exempt while much smaller pieces are not exempt if one measurement exceeds 4 inches.

Currently, to comply with the requirement of WAC 390-18-030, it is necessary to cut pieces to 4" or less, even though the total size of a quarter-sheet is approximately one-third of allowable overall size of 4" x 15". It's an extra cut. Paper cutters are difficult (and sometimes dangerous) to use to make very narrow cuts, so the proposed amendment actually has some minor safety attributes.

There are alternatives to this proposed amendment that would achieve the same objective:

- a) Change the language from "*surface* area" to "printed area" in the existing language, as everybody leaves some margin around the printed content and a 4 1/4" piece of paper will not be printed beyond 4";
- b) Change 4" to 4 1/4" to allow a standard paper cut size;

Any of these alternatives will remain smaller than a typical campaign mail piece. These are typically 6 1/8" x 11 1/2", which is the maximum size that can be mailed for the minimum postal rate. That is more like seventy square inches.

Petitioner has considered these alternatives, and believes that the best choice is to retain the existing allowable **size**, but give publishers of political advertising flexibility as to the **shape** of the printed material.

I have attached the standard form for a petition, a sample quarter-sheet, and a complete copy of the WAC I propose be amended.

I have also included in the last item the amendment which I believe the Commission must adopt to implement the directive of Chapter 148, Laws of 2024 (HB 2032), removing the exemption for yard signs. Because the Commission must amend this section of WAC this year anyway, I propose that my petition be consolidated into that rulemaking to simplify consideration.

Respectfully submitted,

A handwritten signature in black ink that reads "Jim Lazar". The signature is written in a cursive style with a large, sweeping initial "J".

Jim Lazar

1907 Lakehurst Dr. SE

Olympia, WA 98501



## PETITION FOR ADOPTION, AMENDMENT, OR REPEAL OF A STATE ADMINISTRATIVE RULE

Print Form

In accordance with [RCW 34.05.330](#), the Office of Financial Management (OFM) created this form for individuals or groups who wish to petition a state agency or institution of higher education to adopt, amend, or repeal an administrative rule. You may use this form to submit your request. You also may contact agencies using other formats, such as a letter or email.

The agency or institution will give full consideration to your petition and will respond to you within 60 days of receiving your petition. For more information on the rule petition process, see Chapter 82-05 of the Washington Administrative Code (WAC) at <http://apps.leg.wa.gov/wac/default.aspx?cite=82-05>.

### CONTACT INFORMATION *(please type or print)*

Petitioner's Name Jim Lazar  
Name of Organization Citizens for Integrity in Government  
Mailing Address 1907 Lakehurst Dr. SE  
City Olympia State WA Zip Code 98501  
Telephone 360-786-1822 Email jim@jimlazar.com

### COMPLETING AND SENDING PETITION FORM

- Check all of the boxes that apply.
- Provide relevant examples.
- Include suggested language for a rule, if possible.
- Attach additional pages, if needed.
- Send your petition to the agency with authority to adopt or administer the rule. Here is a list of agencies and their rules coordinators: <http://www.leg.wa.gov/CodeReviser/Documents/RClis.htm>.

### INFORMATION ON RULE PETITION

Agency responsible for adopting or administering the rule: Public Disclosure Commission

1. NEW RULE - I am requesting the agency to adopt a new rule.

The subject (or purpose) of this rule is: \_\_\_\_\_

The rule is needed because: \_\_\_\_\_

The new rule would affect the following people or groups: \_\_\_\_\_

**2. AMEND RULE - I am requesting the agency to change an existing rule.**

List rule number (WAC), if known: WAC 390-18-030

I am requesting the following change: Delete: 4" by 15"      Insert: sixty square inches

This change is needed because: Sponsor ID consumes a large part of at typical "quarter-sheet" campaign piece, which typically directs people to a website where more information and complete Sponsor ID is displayed.

The effect of this rule change will be: To allow small campaign pieces of any shape to have the same treatment as a wide piece.

The rule is not clearly or simply stated: \_\_\_\_\_

**3. REPEAL RULE - I am requesting the agency to eliminate an existing rule.**

List rule number (WAC), if known: \_\_\_\_\_

*(Check one or more boxes)*

It does not do what it was intended to do.

It is no longer needed because: \_\_\_\_\_

It imposes unreasonable costs: \_\_\_\_\_

The agency has no authority to make this rule: \_\_\_\_\_

It is applied differently to public and private parties: \_\_\_\_\_

It conflicts with another federal, state, or local law or rule. List conflicting law or rule, if known: \_\_\_\_\_

It duplicates another federal, state or local law or rule. List duplicate law or rule, if known: \_\_\_\_\_

Other (please explain): \_\_\_\_\_

## WAC 390-18-030

### Advertising—Exemptions from sponsor identification and alternatives for online advertising.

(1) RCW [42.17A.320](#) requires that political advertising must identify certain information. The commission is authorized to exempt advertising where the sponsor identification disclosures required by RCW [42.17A.320](#) (1) and (2) are impractical. In addition, other political advertising is exempt from providing certain disclosures.

(2) The following forms of advertising need not include the sponsor's name and address, the "no candidate authorized this ad" sponsor identification, the "top five contributors," "top three donors to PAC contributors," or the identification of the individual, corporation, union, association, or other entity that established, maintains, or controls the sponsoring political committee as otherwise required by RCW [42.17A.320](#) (1) and (2) and [42.17A.350](#):

(a) Campaign paraphernalia, including novelty or sundry items intended for individual distribution and use, with a printing surface area smaller than ~~4" x 15" sixty~~ square inches, including expandable surface area such as a balloon when expanded, or where such identification is otherwise impractical to provide a readable text;

(b) Newspaper ads of one column inch or less (excluding online ads);

(c) Reader boards where a message is affixed in movable letters, or skywriting;

(d) State or local voter's pamphlets published pursuant to law; and

~~(e) Yard signs—size 4' x 8' or smaller.~~

(3) Online political advertising must provide the same disclosures that apply to non-online advertising to the extent practical. As an alternative, small online advertising may provide the required disclosures by using an automatic display with the advertising that takes the reader directly to the required disclosures.

(a) These automatic displays must be clear and conspicuous, unavoidable, immediately visible, remain visible for at least four seconds, and display a color contrast as to be legible. Online advertising that includes only audio must include the disclosures in a manner that is clearly spoken.

(b) Examples include nonblockable pop-ups, roll-overs, a separate text box or link that automatically appears with or in the advertising that automatically takes the reader directly to the required disclosures upon being clicked once, or other similar mechanisms that disclose the information required in RCW [42.17A.320](#) in a manner that is compatible with the device and technology used to display the advertising.

(4) Political advertising created and distributed by an individual using their own modest resources is not required to provide the disclosures in RCW [42.17A.320](#), when all of the following criteria are satisfied:

(a) The individual spends in the aggregate less than one hundred dollars to produce and distribute the advertising or less than fifty dollars to produce and distribute online advertising;

(b) The individual acts independently and not as an agent of a candidate, authorized committee, political committee, corporation, union, business association, or other organization or entity;

(c) The advertising is not a contribution under RCW [42.17A.005](#) (16)(a)(ii) or (iii) or WAC [390-05-210](#);

(d) The individual does not receive donations, contributions, or payments from others for the advertising, and is not compensated for producing or distributing the advertising; and

(e) The advertising is either:

(i) A letter, flier, handbill, text, email or other digital communications from the individual that does not appear in a newspaper or other similar mass publication (except for letters to the editor and similar communications addressed in WAC [390-05-490\(4\)](#)); or

(ii) Disseminated on the individual's social media site, personal website, or an individual's similar online forum where information is produced and disseminated only by the individual.

(5) Political advertising that is internal political communications to members is not required to separately include the disclosures in RCW [42.17A.320](#) where the sponsor's name is otherwise apparent on the face of the communication.

[Statutory Authority: RCW [42.17A.110](#)(1), 2019 c 428, and 2019 c 261. WSR 20-02-062, § 390-18-030, filed 12/24/19, effective 1/24/20. Statutory Authority: RCW [42.17A.110](#)(1) and 2018 c 304. WSR 18-24-074, § 390-18-030, filed 11/30/18, effective 12/31/18. Statutory Authority: RCW [42.17A.110](#) and [42.17A.320](#). WSR 13-12-017, § 390-18-030, filed 5/24/13, effective 6/24/13. Statutory Authority: RCW [42.17A.110](#). WSR 12-03-002, § 390-18-030, filed 1/4/12, effective 2/4/12. Statutory Authority: RCW [42.17.370](#). WSR 11-05-051, § 390-18-030, filed 2/10/11, effective 3/13/11. Statutory Authority: RCW [42.17.370](#) and [42.17.562](#). WSR 06-11-132, § 390-18-030, filed 5/23/06, effective 6/23/06. Statutory Authority: RCW [42.17.370](#)(1). WSR 04-12-057, § 390-18-030, filed 5/28/04, effective 6/28/04. Statutory Authority: RCW [42.17.390](#). WSR 95-01-074A, § 390-18-030, filed 12/16/94, effective 1/16/95. Statutory Authority: RCW [42.17.370](#)(1). WSR 85-15-020 (Order 85-03), § 390-18-030, filed 7/9/85.]

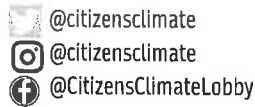
# Our solution to climate change? Democracy.

Citizens' Climate Lobby (CCL) is a nonprofit, people-driven organization -- ordinary folks making an extraordinary difference towards solving climate change.

Initiative 2117 on the November 2024 ballot would repeal Washington's Climate Commitment Act. Our state's landmark climate bill funds expanding the EV charging network; paying for free transit passes to everyone in Washington 18 and under; improving bike, pedestrian and school zone safety; modernizing and electrifying our ferry fleet; and helping salmon recovery. All of these are investments in the future for Washingtonians that CCL supports. Please vote according to your values in November.



*Learn more about CCL*



<https://bit.ly/ccl-wa>

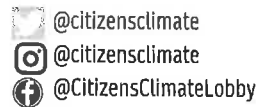
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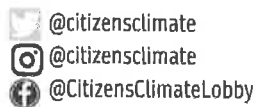
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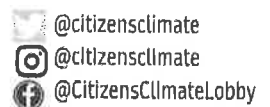
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