

STAND. COM. REP. NO. **600**

Honolulu, Hawaii

FEB 19, 2021

RE: H.B. No. 239
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-First State Legislature
Regular Session of 2021
State of Hawaii

Sir:

Your Committee on Government Reform, to which was referred
H.B. No. 239 entitled:

"A BILL FOR AN ACT RELATING TO CAMPAIGN ADVERTISEMENTS,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Require the name and address of a candidate, candidate committee, noncandidate committee, or other person paying for a campaign advertisement to be displayed in a prominent location on the advertisement; and
- (2) Require, in the case of any multiple-page advertisement, the required disclosures be made on the first page of the advertisement or on the cover page of the publication if the advertisement is used as the lead article and displayed on the cover page of a state- or county-wide distributed publication.

Your Committee received testimony in support of this measure from Common Cause Hawaii, League of Women Voters, and seven individuals. Your Committee received testimony in opposition to this measure from the Campaign Spending Commission.



Your Committee finds that this measure will provide the public with more transparency and useful information regarding elections by requiring clearer notice on certain campaign advertisements to distinguish that the advertisement is a paid campaign advertisement.

Your Committee believes that in cases of single-page campaign advertisements, the need to require the name and address of a candidate, candidate committee, noncandidate committee, or other person paying for the advertisement to be displayed in a prominent location on the advertisement is irrelevant, as this requirement is already established under existing law. However, in cases of multiple-page campaign advertisements, such requirements will help to provide greater transparency.

Your Committee has accordingly amended this measure by:

- (1) Removing the provisions that would have required the name and address of a candidate, candidate committee, noncandidate committee, or other person paying for a campaign advertisement to be displayed in a prominent location on the advertisement;
- (2) Changing the effective date to July 1, 2112, to encourage further discussion; and
- (3) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

Should your Committee on Judiciary & Hawaiian Affairs hear this measure, your Committee respectfully requests that it consider defining multiple-page advertisements to include multiple-page advertisements that are nonsequential, like those found in weekly tabloid papers.

As affirmed by the record of votes of the members of your Committee on Government Reform that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 239, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 239, H.D. 1, and be referred to your Committee on Judiciary & Hawaiian Affairs.



Respectfully submitted on
behalf of the members of the
Committee on Government Reform,



ANGUS L.K. MCKELVEY, Chair



