



STATE OF HAWAII
CAMPAIGN SPENDING COMMISSION


235 SOUTH BERETANIA STREET, ROOM 300
HONOLULU, HAWAII 96813

February 17, 2021

TO: The Honorable Karl Rhoads, Chair
Senate Committee on Judiciary

The Honorable Jarrett Keohokalole, Vice Chair
Senate Committee on Judiciary

Members of the Senate Committee on Judiciary

FROM: Kristin Izumi-Nitao, Executive Director 
Campaign Spending Commission

SUBJECT: **Testimony on S.B. No. 528, Relating to Political Advertisements**

Friday, February 19, 2021
9:30 a.m., Via Videoconference

Thank you for the opportunity to testify on this bill. The Campaign Spending Commission (“Commission”) provides the following comments on this bill.

This measure amends Hawaii Revised Statutes (“HRS”) §11-391 to require multi-page printed and electronic advertisements to contain the advertising disclaimer on each page and increases the fine provided in HRS §11-391(b) from \$25 for each advertisements missing the disclaimer to \$50 per advertisement, and provides for a maximum fine of \$5,000, or the cost of the advertisement, whichever is greater. If the pages of the advertisement are physically or textually linked, the Commission does not believe it is necessary to provide the disclaimer on each page of the advertisement. For example, under this bill, a two-sided mailer would require a disclaimer on each side. Also, the Commission does not believe that an increase in the fine for an advertisement missing the disclaimer is necessary currently.

The Commission believes that a more pressing concern about political advertisements are those that contain false information about the name and address of the purchaser of the advertisements. S.B. No. 665, Relating to Violations of Campaign Finance Law, addresses this issue by, among other things, making any person who intentionally or knowingly provides false information about the name and address of the purchaser of an advertisement guilty of a class C felony.

Hawaii
*Holding Power Accountable*Statement Before The
SENATE COMMITTEE ON JUDICIARY

Friday, February 19, 2021

9:30 AM

Via Videoconference

in consideration of
SB 528
RELATING TO POLITICAL ADVERTISEMENTS.

Chair RHOADS, Vice Chair KEOHOKALOLE, and Members of the Senate Judiciary Committee

Common Cause Hawaii supports SB 528, which (1) requires printed and electronic political advertising to prominently display candidate-approval language on each page and (2) increases the fine for violations.

Common Cause Hawaii is a nonprofit, nonpartisan, grassroots organization dedicated to reforming government and strengthening democracy through transparency in our campaigns and elections.

SB 528 would provide the public with more, clearer notice as to what is an actual paid political advertisement and who paid for the political advertisement. SB 528 would increase transparency. Candidates, candidate committees, noncandidate committees, and other persons have gotten more and more creative with their political advertising so that it may be difficult for the average person to discern what actually is a paid-for-advertisement versus a legitimate endorsement. SB 528 will help people know the difference.

Thank you for the opportunity to testify in support of SB 528. If you have further questions of me, please contact me at sma@commoncause.org.

Very respectfully yours,

Sandy Ma
Executive Director, Common Cause Hawaii

SB-528

Submitted on: 2/16/2021 1:51:34 PM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Golojuch Jr	Individual	Support	No

Comments:

Aloha Senators,

I fully support SB 528.

Mahalo,

Michael Golojuch, Jr.

SB-528

Submitted on: 2/16/2021 9:45:19 AM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
cheryl B.	Individual	Support	No

Comments:

Support

This past election series, there were a number of questionable flyers and announcements including from my district person. It is important to distinguish clearly in all ads. and to note the sponsors or supporters paying.

SB-528

Submitted on: 2/16/2021 3:21:44 PM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
tlaloc tokuda	Individual	Support	No

Comments:

Please pass SB528. Since the passing of Citizen's United there has been a lot of dark money trashing out elections (not to mention the Republican party and trump)! SB528 will inform people who are making the ads. This makes for a stronger democracy.

- SB 528 would provide the public with more, clearer notice as to what is an actual paid political advertisement and who paid for the political advertisement.
- SB 528 would increase transparency.
- Candidates, candidate committees, noncandidate committees, and other persons have gotten more and more creative with their political advertising so that it may be difficult for the average person to discern what actually is a paid-for-advertisement versus a legitimate endorsement. SB 528 will help people know the difference.

Mahalo for your consideration,

Tlaloc Tokuda

Kailua Kona HI 96740

SB-528

Submitted on: 2/16/2021 3:54:10 PM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Caroline Kunitake	Individual	Support	No

Comments:

Dear Chair Rhoads, Vice Chair Keohokalole,

Please support SB528.

SB 528 would provide the public with more, clearer notice as to what is an actual paid political advertisement and who paid for the political advertisement.

Candidates, candidate committees, noncandidate committees, and other persons have gotten more and more creative with their political advertising so that it may be difficult for the average person to discern what actually is a paid-for-advertisement versus a legitimate endorsement. SB 528 will help people know the difference.

Our elections uphold our democracy. Without laws to promote transparency for political campaign/advertisements, voters could be easily misled.

Thank you for taking the time to review this bill. I appreciate the opportunity to provide testimony in support of SB528.

Mahalo,

Caroline Kunitake

SB-528

Submitted on: 2/16/2021 3:56:04 PM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Edward B Hanel Jr	Individual	Support	No

Comments:

Concur with Common Cause Hawaii talking points and urge passage of the bill. Transparency is a logical necessity for any democratic process. Making information available to voters is a worthwhile goal. In essence, this bill promotes and supports a "truth in advertising" approach that candidates should be willing to support all the time.

SB-528

Submitted on: 2/17/2021 5:15:00 AM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Barbara Best	Individual	Support	No

Comments:

This would increase transparency and make clearer what is a paid advertisement and who is advertising.

Mahalo

SB-528

Submitted on: 2/17/2021 6:35:48 AM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
David Anderson	Individual	Support	No

Comments:

SB 528 would provide the public with more, clearer notice as to what is an actual paid political advertisement and who paid for the political advertisement and thus increase transparency.

Candidates, candidate committees, non-candidate committees, and other persons have gotten more and more creative with their political advertising so that it may be difficult for the average person to discern what actually is a paid-for-advertisement versus a legitimate endorsement. SB 528 will help people know the difference.

SB-528

Submitted on: 2/17/2021 4:51:21 PM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Andrea Quinn	Individual	Support	No

Comments:

Dear Honorable Committee Members,

Please support SB528.

Thank you,

Andrea Quinn

SB-528

Submitted on: 2/18/2021 8:35:01 AM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Larry Meacham	Individual	Support	No

Comments:

Testimony SUPPORTING SB 528, Requiring Display of Candidate Approval on Each Page of Ads

Thank you for the opportunity to offer testimony.

In this age of widespread political deception, we need to ensure that the voters know who is responsible for ads.

SB 528 will increase transparency by who is paying for making the ads clearer to the public.

Thank you for the opportunity to offer testimony.

SB-528

Submitted on: 2/18/2021 8:57:11 AM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Linda Morgan	Individual	Support	No

Comments:

SB528 will improve campaign transparency. We can make better judgements about campaign advertising when we know who paid for it. This bill will help us decide which candidates we choose to support by increasing advertising honesty. Please vote for SB528.

SB-528

Submitted on: 2/18/2021 9:26:53 AM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
laurie boyle	Individual	Support	No

Comments:

I completely support sb528 for the simple fact that it makes it easier for the voter to know where the political ad originated from.

Mahalo for your attention.

LATE

SB-528

Submitted on: 2/18/2021 7:06:08 PM

Testimony for JDC on 2/19/2021 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Brodie Lockard	Individual	Support	No

Comments:

I strongly support SB528. Printed and electronic political advertising should prominently display candidate-approval language on each page.