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STATE OF HAWAII
CAMPAIGN SPENDING COMMISSION


235 SOUTH BERETANIA STREET, ROOM 300
HONOLULU, HAWAII 96813

March 15, 2021

TO: The Honorable Angus L.K. McKelvey, Chair
House Committee on Government Reform

The Honorable Tina Wildberger, Vice Chair
House Committee on Government Reform

Members of the House Committee on Government Reform

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

SUBJECT: **Testimony on S.B. No. 528, SD1, Relating to Political Advertisements**

Wednesday, March 17, 2021
10:00 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 odd-numbered page. 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 odd-numbered page of the advertisement. For example, under this bill, a tri-fold mailer would require a disclaimer on the first and third page.

Hawaii*Holding Power Accountable*

Statement Before The
HOUSE COMMITTEE ON GOVERNMENT REFORM
Wednesday, March 17, 2021
10:00 AM
Via Videoconference and Conference Room 309

in consideration of
SB 528, SD1
RELATING TO POLITICAL ADVERTISEMENTS.

Chair McKELVEY, Vice Chair WILDBERGER, and Members of the House Government Reform Committee

Common Cause Hawaii supports SB 528, SD1, which requires printed and electronic political advertising to prominently display candidate-approval language on each odd-numbered page.

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, SD1 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, SD1 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, SD1 will help people know the difference.

Thank you for the opportunity to testify in support of SB 528, SD1. If you have further questions of me, please contact me at sma@commoncause.org.

Very respectfully yours,

Sandy Ma
Executive Director, Common Cause Hawaii



49 South Hotel Street, Room 314 | Honolulu, HI 96813
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COMMITTEE ON GOVERNMENT REFORM
WEDNESDAY, 3/17/21, 10 AM, Room No. 309

SB528 SD1 RELATING TO POLITICAL ADVERTISEMENTS
TESTIMONY

Beppie Shapiro, Legislative Committee, League of Women Voters of Hawaii

Chair McKelvey, Vice-Chair Wildberger and Committee Members:

The League of Women Voters of Hawaii supports this bill, which requires printed and electronic political advertising to prominently display candidate-approval language on each odd-numbered page.

The League of Women Voters is a grassroots, non-partisan activist organization which believes that the methods of financing political campaigns should provide voters sufficient information about candidates and campaign issues to make informed choices and ensure transparency and the public's right to know who is using money to influence elections.

SB528 SD1 will increase transparency by labeling political advertisements as such and identifying the payor(s) for those advertisements. As with other advertising, political advertisements are sometimes hard to distinguish from "news" or "reports". Knowing who paid for a political advertisement helps readers to evaluate the credibility of the information presented. It also informs the public of what individuals or organizations are using their money to influence election outcomes.

Thank you for the opportunity to submit testimony.

SB-528-SD-1

Submitted on: 3/13/2021 8:46:12 AM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

This would increase transparency which is needed

SB-528-SD-1

Submitted on: 3/13/2021 1:06:20 PM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

Aloha Representatives,

I fully support SB 528 SD 1.

Mahalo for your consideration,

Michael Golojuch, Jr.

SB-528-SD-1

Submitted on: 3/13/2021 6:19:50 PM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

With the rise of campaign propaganda being presented as news, we need to increase transparency in campaign advertising. This bill would clearly mark campaign information as ads and inform who paid for the ad. I strongly support SB528.

SB-528-SD-1

Submitted on: 3/14/2021 8:29:57 AM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

SB 528, SD1 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, 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, SD1 will help people know the difference.

Thank you for the opportunity to testify in support of this bill.

SB-528-SD-1

Submitted on: 3/14/2021 2:41:50 PM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

Dear GVR Committee,

I support this bill. Since Citizen United we have seen trashy ads, Voters need to know where these ads are coming from. I support SB528 SD1

- SB 528, SD1 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, SD1 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, SD1 will help people know the difference.
- Thank you for the opportunity to testify in support of SB 528, SD1.

Mahalo for your consideration,

Tlaloc Tokuda

Kailua Kona, HI 96740

SB-528-SD-1

Submitted on: 3/14/2021 4:17:46 PM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

Dear Chair McKelvey, Vice Chair Wildberg and Committee on Government Reform,

Please support SB528 SD1.

SB 528, SD1 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, SD1 would increase transparency between a paid political advertisement and an article about a political candidate.

Thank you for taking the time to review this issue. I appreciate the opportunity to provide testimony in support of SB528 SD1.

Mahalo,

Caroline Kunitake

SB-528-SD-1

Submitted on: 3/14/2021 7:54:13 PM

Testimony for GVR on 3/17/2021 10:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
lynne matusow	Individual	Support	No

Comments:

this will increase transparency and let public know if a piece is a paid political ad or a news piece.

SB-528-SD-1

Submitted on: 3/15/2021 12:00:45 AM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

The source of wealthy donors, private or public, should be disclosed on political ads. It will help make Hawaii elections more transparent. Concur with Common Cause Hawaii comments. Pass SB428 SD1

SB-528-SD-1

Submitted on: 3/15/2021 6:12:12 PM

Testimony for GVR on 3/17/2021 10:00:00 AM

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

Comments:

I support sb528 for the simple reason that sll political ads should be clear th o the viewer who actually paid for the ads so there is less confusion.

Mahalo for your attention.