



May 20, 2019

The Honorable Paul Holvey
House Committee on Rules
Oregon State Legislature
900 Court Street
Salem OR 97301

RE: HB 2716 Relating to campaign finance

Dear Chair Holvey and Members of the Committee:

Internet Association appreciates the opportunity to comment on HB 2716 which has been referred to the House Rules Committee. I apologize I am unable to testify in person before the Committee.

Internet Association (IA) represents more than 40 of the world's leading internet companies and advances public policy solutions that foster innovation, promote economic growth, and empower people through the free and open internet.

IA and its members support transparency in elections and election advertising. We would like to recommend amendments to HB 2716 which we believe will better assist campaigns in being able to comply with the proposed disclosure requirements. IA and our member companies have been working with the Representative Rayfield to allow campaigns to provide a link on their campaign ad, when the font is too small for the average person to be able to read the information. In the amendments to be considered before your committee IA supports the inclusion of the following two amendments:

Section 2

(2) (d) Notwithstanding paragraphs (a) to (c) of this subsection, a digital communication may state only the name of the person that made the communication if the digital communication includes an active link to a website that prominently displays the additional information required by this subsection.

Section 3

(c) A person that both makes multiple digital communications in support of or in opposition to a clearly identified candidate and uses the method described in subsection (2)(d) of this section to meet the identification requirements of subsection (2)(a)(B) or (c)(A)(ii) of this section, may use one active link to the same website for all digital communications made by the person, provided that the information on the website is accurate as of 10 days before the most recent payment to print or transmit a communication.

IA believes allowing for a link provides campaigns the ability to comply with the disclosure requirements without having to fully rework their advertisement. It also allows for the public to easily access the information of who paid for the advertising. IA appreciates Representative Rayfield's willingness to work with us to find a solution.



IA requests you support the amendments to allow digital advertisements to provide active links to provide all the required disclosure information.

I appreciate your consideration of these amendments, again I apologize I was unable to attend the hearing. I am available should you have any questions at rose@internetassociation.org or 206-326-0712.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rose Feliciano', with a long horizontal line extending to the right.

Rose Feliciano
Director, State Government Affairs, Northwest Region

cc: Rep. Dan Rayfield