



June 17, 2019

The Honorable Ginny Burdick
Senate Committee on Rules
Oregon State Legislature
900 Court Street
Salem OR 97301

RE: HB 2716A Relating to campaign finance

Dear Chair Burdick and Members of the Committee:

Internet Association appreciates the opportunity to comment on our support of HB 2716A which is before the Senate 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 express support for HB 2716 which was amended in the House to better assist campaigns in being able to comply with the proposed disclosure requirements. IA and our member companies worked 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. IA appreciates Representative Rayfield's willingness to work with us to address this issue. The House adopted provisions in Section 2 (2) (d) and Section 3 (c) to allow for digital advertisements to include a link to a website which includes all required disclosure requirements.

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 HB 2716A 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 horizontal line extending to the right.

Rose Feliciano
Director, State Government Affairs, Northwest Region