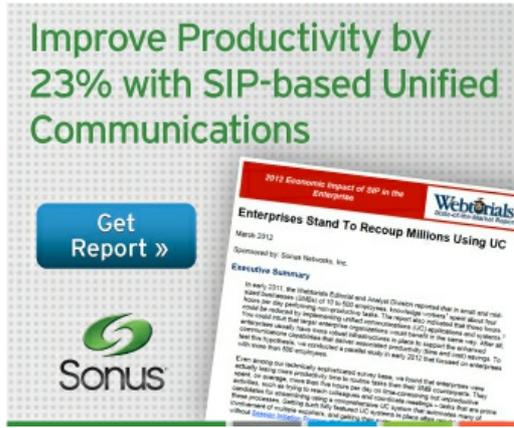


Lync Voice UC Industry News

[April 16, 2013]

EDITORIAL: Super PACs should expand disclosures

Apr 16, 2013 (The Honolulu Star-Advertiser - McClatchy-Tribune Information Services via COMTEX) -- The U.S. Supreme Court ruled three years ago that political action committees consisting of corporations as well as labor unions and other special interests have a First Amendment right to spend freely on elections.



A flood of money followed. Information about where that money was coming from -- in other words, who was trying to influence the elections -- remained murky, often by design.

House Bill 1147 makes a good effort to clear things up. The Legislature should use the bill as the vehicle to require super PACs -- those that make independent expenditures not coordinated with political candidates -- to disclose the names of top donors when it's most useful to voters.

Like other noncandidate committees, super PACS are required to disclose the sources of their funds, but state Attorney General David

Louie noted in Legislature testimony that "regular reports are filed relatively infrequently, and after the fact." It would better serve the voting public if they were told immediately who was paying for the political ads they were watching.

Because Congress has not acted to increase disclosure, it's up to the states to act individually. Other states have already done so. HB 1147 would require a super PAC to include the names of its three top contributors in ads purchased for television, radio, print or Internet ads. In doing so, HB 1147 would provide real-time disclosure of the names without infringing on their free speech.

The bill makes other transparency improvements as well. Under present state law, PACs must report only the receipt of late contributions just before an election, but not how the donated money was spent. The bill would require PACs to file campaign-finance reports disclosing spending and identify the causes or candidates targeted in the final days before elections.

Such requirements would have been revealing in last year's state and county elections in Hawaii, as 16 super PACs spent \$4.8 million, according to the state Campaign Spending Commission. Most of that expenditure was made in the Honolulu mayor's race: Pacific Resource Partnership PAC, financed by union carpenters and private contractors, sought to support the city's rail project by criticizing former Gov. Ben Cayetano, the anti-rail mayoral candidate.

The ads helped keep Cayetano from achieving a majority vote in the primary race and resulted in support of Kirk Caldwell in the November runoff without associating him with their hard-hitting negative content.

Candidates should welcome the super PAC transparency, as Jean Aoki of the League of Women Voters noted during the 2010 campaign, long before last year's anti-Cayetano ads. "Honestly," she said, "if I were a candidate, some of the things said about the opponent would distress me." Enactment of the bill would not suddenly cleanse future elections in Hawaii. However, it would cause major potential donors of PACS to consider whether they want to be associated publicly with negative and misleading political ads. But most important, it would introduce some much-needed openness to a political practice that has become increasingly influential.

___ (c)2013 The Honolulu Star-Advertiser Visit The Honolulu Star-Advertiser at www.staradvertiser.com Distributed by MCT Information Services

[[Back To Lync Voice UC Homepage's Homepage](#)]



Subscribe here for your FREE Lync Voice UC newsletter.

Featured Whitepapers



3 STEPS to Maximizing ROI for Microsoft Lync Enterprise Voice
Many Enterprises stand at a cross roads - continue to use the communications network in which they have heavily invested, or add UC ...[Read More >](#)



Creating the It Just Works Video Network
From the boardroom to the browser, video has become a valuable business tool. When video communications systems...[Read More >](#)

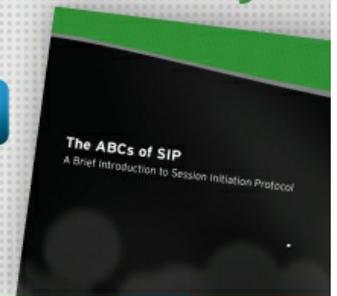


Software-Based Session Border Controllers are Critical to the Evolution of Communications
The role of the CIO has changed more in the past five years than any other position in business. Historically, the CIO and IT leaders were responsible for managing the technology infrastructure...[Read More >](#)

[View More >](#)

Harness the Power of SIP for Savings

[Access Report >>](#)



Lync Voice UC Blog

Securing Voice Communications Against...Cap'n Crunch?

4/11/2014

(Taming) the Wild West of Collaboration

2/14/2014

Convenience with Compliance

12/19/2013

The Future of Unified Communications is Here

12/10/2013

Sonus and Broadsoft - Securing the Cloud

11/26/2013

[View More >](#)

Featured Solutions Corner



[Lync Enterprise Voice for Dummies](#)
Lync Enterprise Voice for Dummies shows you can replace your current voice system with one that also enables video and collaboration. You can increase your productivity, while reducing...[Read More >](#)



[ROI Calculator](#)