

1 HOUSE JOINT RESOLUTION NO. 34

2 INTRODUCED BY G. HENDRICK

3 BY REQUEST OF THE HOUSE STATE ADMINISTRATION STANDING COMMITTEE

4

5

6 A JOINT RESOLUTION OF THE SENATE AND THE HOUSE OF REPRESENTATIVES OF THE STATE OF
7 MONTANA REQUESTING AN INTERIM STUDY OF ADVERTISING AND PUBLIC SERVICE
8 ANNOUNCEMENTS BY STATE GOVERNMENTAL ENTITIES; AND REQUIRING THAT THE FINAL RESULTS
9 OF THE STUDY BE REPORTED TO THE 63RD LEGISLATURE.

10

11 WHEREAS, Senate Bill No. 227 required that every state government entity from all branches of
12 government report to the Legislature money spent to advertise; and

13 WHEREAS, Senate Bill No. 291 required the public disclosure of advertising costs; and

14 WHEREAS, the bills used different definitions of advertising and approached concerns about agency
15 expenditures for promotional media about state agency services from different aspects; and

16 WHEREAS, the House State Administration committee tabled these bills and voted unanimously to
17 request an interim study resolution; and

18 WHEREAS, the purpose and funding of public service announcements should also be examined.

19

20 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE AND THE HOUSE OF REPRESENTATIVES OF THE
21 STATE OF MONTANA:

22 That the Legislative Council be requested to designate an appropriate interim committee, pursuant to
23 section 5-5-217, MCA, or direct sufficient staff resources to:

24 (1) identify the purposes of and develop a working definition for:

25 (a) "advertising" by state governmental entities; and

26 (b) "public service announcements" by state governmental entities;

27 (2) investigate expenditures by state governmental entities for advertising and public service
28 announcements; and

29 (3) develop recommendations to the Legislature about how state agency expenditures for advertising
30 and public service announcements should be managed by and reported to the Legislature.

