

1 SENATE BILL NO. 227

2 INTRODUCED BY J. PRIEST

3

4 A BILL FOR AN ACT ENTITLED: "AN ACT REQUIRING THAT EVERY STATE GOVERNMENT ENTITY FROM
5 ALL BRANCHES OF STATE GOVERNMENT REPORT TO THE LEGISLATURE MONEY SPENT TO
6 ADVERTISE ~~THE SERVICES OF THE ENTITY~~; AND PROVIDING A TERMINATION DATE."

7

8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

9

10 NEW SECTION. **Section 1. Agencies to report funds spent for advertising.** (1) An agency that
11 expends money for the purposes of advertising ~~a service offered by the agency~~ shall report that fact, at the time
12 and in the manner required by 5-11-210, to the state administration and veterans' affairs interim committee. The
13 report must include:

14 (a) the amount of funding expended for advertising during the reporting period;

15 (b) the source of the funding expended;

16 (c) the type of advertising;

17 (d) the legal authority for conducting the advertising;

18 (e) ~~whether the agency believes any public benefit was derived from the advertising and, if so, the extent~~
19 ~~of the benefit and the method used by the agency to determine that benefit; and~~

20 ~~_____ (f) the period of time over which the agency believes the advertising will be conducted in the future and~~
21 ~~the source of any required funding for future advertising.~~ THE RESULTS OF ANY SUCH ADVERTISING AND THE METHOD

22 USED BY THE AGENCY TO DETERMINE THE RESULTS.

23 (2) As used in this section, the following definitions apply:

24 (a) "Advertising" means use of any form of print or broadcast media, BROCHURES, DIRECT MAIL,
25 ELECTRONIC MAIL, SPONSORSHIPS, LOGOS, BILLBOARDS, POSTERS, USE OF ADVERTISING AGENCIES, OR PROMOTIONAL
26 ITEMS to make known a service provided by the agency but does not include notice to the public as required by
27 law or information provided on an agency's website.

28 (b) "Agency" means a department, division, bureau, office, commission, committee, tribunal, or other unit
29 of the legislative, judicial, or executive branch of state government.

30 (c) ~~"Service" means assistance or funding given to purchase assistance.~~

1

2 NEW SECTION. Section 2. Codification instruction. [Section 1] is intended to be codified as an
3 integral part of Title 2, chapter 7, and the provisions of Title 2, chapter 7, apply to [section 1].

4

5 NEW SECTION. Section 3. Termination. [This act] terminates December 31, 2014.

6

- END -