

## SENATE BILL NO. 291

INTRODUCED BY R. ZINKE

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4 A BILL FOR AN ACT ENTITLED: "AN ACT REQUIRING THE PUBLIC DISCLOSURE OF ADVERTISING COSTS  
5 INCURRED BY A STATE AGENCY; ~~AND~~ AMENDING SECTIONS 18-7-306 AND 18-7-307, MCA; AND  
6 PROVIDING AN EFFECTIVE AND AN APPLICABILITY DATE."

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

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10 **Section 1.** Section 18-7-306, MCA, is amended to read:

11 **"18-7-306. Public disclosure of costs -- publications -- media.** (1) All public documents ~~caused to~~  
12 ~~be~~ printed by any agency of state government ~~shall~~ must contain the following statement, with required  
13 information inserted, to be printed on the exterior cover of the publication: "... copies of this public document were  
14 published at an estimated cost of \$... per copy, for a total cost of \$..., which includes \$... for printing and \$... for  
15 distribution." This statement ~~shall~~ must be printed in the same size type as the body copy of the document and  
16 ~~shall~~ must be set in a box composed of a 1-point rule.

17 (2) The total estimated cost of advertising in print media, in printed material, or by broadcast media that  
18 is intended for public distribution, including but not limited to costs of production, ~~labor,~~ materials, distribution, and  
19 postage, must be included LEGIBLY at the beginning of a broadcast or on the ~~front~~ EXTERIOR COVER of the printed  
20 material purchased by or produced by an agency of state government. The minimum amount of information that  
21 must be included in the cost estimate is "estimated ~~taxpayer~~ cost: \$... for advertising".

22 (3) If the committee or department determines that the cost of publication or advertising cannot be  
23 reasonably estimated at the time of publication or broadcast, the publications ~~shall~~ or advertising must contain  
24 the following statement on the exterior cover or at the beginning of the broadcast in lieu of the statement  
25 concerning estimated cost: "This document printed or advertisement produced at state expense. Information on  
26 the cost of publication or advertisement can be obtained by writing department of administration, Helena,  
27 Montana."

28 (4) FOR THE PURPOSES OF THIS SECTION, "ADVERTISING" MEANS WHEN AN ELECTED OR APPOINTED OFFICER  
29 OR AGENCY DIRECTOR APPEARS OR SPEAKS IN BROADCAST MEDIA OR THE PICTURE OF THE OFFICER OR DIRECTOR  
30 APPEARS IN PRINTED MATERIAL."

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**Section 2.** Section 18-7-307, MCA, is amended to read:

**"18-7-307. Estimation of costs of printed materials.** The following factors shall be utilized in estimating cost data for documents printed pursuant to 18-7-306(1):

- (1) printing, including all expenditures for production, whether on bid or in-house; and
- (2) circulation, including all expenditures for postage and for salaries of agency or department personnel involved in distribution of the public document."

**NEW SECTION. SECTION 3. EFFECTIVE DATE. [THIS ACT] IS EFFECTIVE JULY 1, 2011.**

**NEW SECTION. SECTION 4. APPLICABILITY. [THIS ACT] APPLIES TO MEDIA PURCHASED OR PRODUCED ON OR AFTER [THE EFFECTIVE DATE OF THIS ACT].**

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