

REFERENCE TITLE: public programs; advertisements; funding source

State of Arizona
House of Representatives
Fiftieth Legislature
First Regular Session
2011

HB 2502

Introduced by
Representative Seel

AN ACT

AMENDING TITLE 38, CHAPTER 3, ARTICLE 4, ARIZONA REVISED STATUTES, BY ADDING
SECTION 38-450; RELATING TO ADVERTISEMENTS BY PUBLIC AGENCIES.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Title 38, chapter 3, article 4, Arizona Revised Statutes,
3 is amended by adding section 38-450, to read:

4 38-450. Public agency programs: advertisements: funding source:
5 definition

6 A. IF A PUBLIC AGENCY USES ANY PRINT MEDIA ANNOUNCEMENT, VISUAL MEDIA
7 ANNOUNCEMENT, BROADCAST MEDIA ANNOUNCEMENT, WEBSITE CAMPAIGN OR SIMILAR TYPE
8 OF OFFICIAL COMMUNICATION TO ADVERTISE A PROGRAM THAT THE PUBLIC AGENCY
9 ADMINISTERS OR OFFERS TO THE PUBLIC, THE PUBLIC AGENCY SHALL IDENTIFY THE
10 SOURCE OF MONIES FOR THE PROGRAM IN THE ANNOUNCEMENT OR COMMUNICATION.

11 B. FOR THE PURPOSES OF THIS SECTION, "PUBLIC AGENCY" MEANS:

12 1. ANY AGENCY THAT RECEIVES PUBLIC MONIES.

13 2. ANY ORGANIZATION THAT RECEIVES FIFTY PER CENT OR MORE OF ITS
14 REVENUES IN PUBLIC MONIES.