

SENATE BILL REPORT

SB 6436

As Reported By Senate Committee On:
Transportation, January 31, 2002

Title: An act relating to authorization for the department of licensing to include advertising in its publications.

Brief Description: Authorizing department of licensing publications to include advertising.

Sponsors: Senators T. Sheldon, Benton and Winsley; by request of Department of Licensing.

Brief History:

Committee Activity: Transportation: 1/29/02, 1/31/02 [DP].

SENATE COMMITTEE ON TRANSPORTATION

Majority Report: Do pass.

Signed by Senators Haugen, Chair; Gardner, Vice Chair; Benton, Eide, Finkbeiner, Horn, Jacobsen, Keiser, Oke, Prentice, T. Sheldon and Shin.

Staff: Jennifer Ziegler (786-7316)

Background: California, Florida, Minnesota, Massachusetts, Wisconsin, New Mexico and Maryland use advertising in their vehicle renewal process or their drivers' information guide. New York, Connecticut and Missouri plan to include advertising in future licensing publications.

In Washington, the Department of Fish and Wildlife and the Department of Community, Trade, and Economic Development include advertising in agency publications.

Summary of Bill: The Department of Licensing (DOL) may sell advertising for inclusion in any of its publications, materials or mailings. DOL must retain the right to approve advertising content to ensure that the products or services are harmonious with the subject matter of the publication and consistent with DOL's mission to promote public safety.

Any public information that includes advertising must include a statement that the materials do not constitute an endorsement by the state or the agency of the product or services advertised.

The DOL advertising account is created. Proceeds from advertising must be deposited in the account.

Appropriation: None.

Fiscal Note: Available.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Testimony For: Several bills have been introduced that would require DOL to abandon the postcard format for vehicle license renewal notification. This legislation would give DOL a way to pay for different methods of notification. Other states and other state agencies have used advertising to offset publication costs.

Testimony Against: It is not appropriate for the state to compete with private businesses for advertising.

Testified: Nancy Kelly, DOL (pro); Diana Kramer, WA Newspaper Publishers Assn. (con).