
HOUSE BILL 2027

State of Washington

62nd Legislature

2011 Regular Session

By Representative Hinkle

Read first time 03/22/11. Referred to Committee on State Government & Tribal Affairs.

1 AN ACT Relating to advertisements relating to licensing services in
2 department of licensing publications and on the department of licensing
3 web site; adding a new section to chapter 46.01 RCW; and creating a new
4 section.

5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

6 NEW SECTION. **Sec. 1.** The legislature finds that the department of
7 licensing's publications and web site provide timely and useful
8 information to the public about licensing programs and services. The
9 publications and web site are informative in nature and do not serve as
10 a public forum or a limited public forum for the discussion or exchange
11 of ideas. The legislature further finds that allowing the department
12 of licensing to sell advertisements in its publications and internet
13 advertisements for display on its web site could provide new sources of
14 revenue for the agency to better deliver licensing services.
15 Therefore, the legislature intends to allow the department of licensing
16 to sell advertisements in its publications and internet advertisements
17 for display on its web site, provided that the advertisements are
18 consistent with the business mission of the agency as well as any
19 internet advertisement guidelines adopted by the agency.

1 NEW SECTION. **Sec. 2.** A new section is added to chapter 46.01 RCW
2 to read as follows:

3 (1) Beginning September 1, 2011, the department may sell
4 advertisements in its publications and internet advertisements for
5 display on the department's web site in connection with services and
6 programs. In publications where advertisements are included and
7 locations where internet advertisements are offered, the publication or
8 web site must also include a disclaimer, indicating that the inclusion
9 of advertisements does not imply endorsement by the state.

10 (2) Prior to selling advertisements, the department must develop
11 policy, style, and content guidelines for advertisements that ensure
12 that the subject matter of any advertisement published or displayed by
13 the department directly relates to the business mission and purpose of
14 the department. The department's policy, and implementation of the
15 policy, must be consistent with legal requirements to assure that the
16 venue is not a public forum consistent with the United States
17 Constitution and Washington state Constitution and legal
18 interpretations of both Constitutions. The attorney general must
19 approve, in writing, policies established under this section prior to
20 the sale and posting of any advertisement. The approval by the
21 attorney general is not exempt from public disclosure.

22 (3) Revenue generated from the sale of advertisements under this
23 section must be deposited in the highway safety fund created in RCW
24 46.68.060.

25 (4) For the purposes of this section, "internet advertisement"
26 refers to specific advertising methods on the internet, including
27 display or banner advertisements, sponsorships, and business listings
28 where goods or services might be purchased online.

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