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HOUSE BILL 1373

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State of Washington

63rd Legislature

2013 Regular Session

By Representatives Zeiger, Haigh, Angel, Stanford, Orcutt, Dahlquist, Hargrove, Morrell, and Parker

Read first time 01/24/13. Referred to Committee on Government Accountability & Oversight.

1 AN ACT Relating to auditing state agencies' expenditures for  
2 advertising, marketing, and related activities; creating a new section;  
3 and providing an expiration date.

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

5 NEW SECTION. **Sec. 1.** (1) The joint legislative audit and review  
6 committee must conduct an analysis of the state's expenditures for  
7 advertising, marketing, and related activities. The analysis must  
8 include: (a) An estimate of expenditures by state agencies; (b) a  
9 review of whether agencies have made efforts to measure the  
10 effectiveness of these activities; and (c) identification of potential  
11 measures for evaluating performance through a review of other public  
12 and private entities' efforts at evaluating the effectiveness of  
13 advertising, marketing, and related expenditures. For the purposes of  
14 this section, marketing includes expenditures for public relations  
15 events, promotional items and activities, and public service  
16 announcements, but not expenditures to create and maintain agency web  
17 sites.

1 (2) This section expires July 1, 2014.

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