



STATE OF ARIZONA

JANICE K. BREWER  
GOVERNOR

EXECUTIVE OFFICE

April 29, 2011

The Honorable Ken Bennett  
Secretary of State  
1700 W. Washington, 7<sup>th</sup> Floor  
Phoenix, Arizona 85007

RE: House Bill 2502 (public programs; advertisements; funding source)

Secretary Bennett,

Today I vetoed House Bill 2502. The bill requires "paid for by" disclaimers to be on advertisements for public programs. I believe the public will view this as a nuisance and an annoyance. An advertisement for a public program is obviously paid for with government dollars. It is not necessary to remind everyone.

Sincerely,

A handwritten signature in black ink that reads "Janice K. Brewer".

Janice K. Brewer  
Governor

cc: The Honorable Russell Pearce  
The Honorable Andy Tobin  
The Honorable Carl Seel  
Senate Secretary  
Chief Clerk of the House of Representatives  
Arizona News Service

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

## **HOUSE BILL 2502**

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 exemptions; 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 INCLUDE IN THE  
10 ADVERTISEMENT A DISCLOSURE STATEMENT THAT THE ADVERTISEMENT IS PAID FOR WITH  
11 FEDERAL, STATE OR LOCAL TAXES IN A MANNER THAT IS CONSISTENT WITH SECTION  
12 16-912.01, SUBSECTION E.

13 B. A PUBLIC AGENCY IS EXEMPT FROM THIS SECTION WHEN SOLICITING FOR  
14 DONATIONS OF MONIES OR GOODS. THE ANNOUNCEMENT, COMMUNICATION OR  
15 ADVERTISEMENT IS EXEMPT FROM THIS SECTION IF IT ALREADY INCLUDES A DISCLOSURE  
16 STATEMENT REFERENCING A FUNDING SOURCE.

17 C. FOR THE PURPOSES OF THIS SECTION, "PUBLIC AGENCY" MEANS:

18 1. ANY AGENCY THAT IS PRIMARILY SUPPORTED BY STATE OR LOCAL TAXES.

19 2. ANY ORGANIZATION THAT RECEIVES FIFTY PER CENT OR MORE OF ITS  
20 REVENUES FROM FEDERAL, STATE OR LOCAL TAXES.

21 Sec. 2. Applicability

22 This act only applies to print media announcements, visual media  
23 announcements, broadcast media announcements, website campaigns or similar  
24 types of official communications that are created after the effective date of  
25 this act. A public agency may continue to use existing forms of  
26 announcements, campaigns or communications without the requirements of this  
27 act until those forms of announcements, campaigns or communications are  
28 depleted or the contractual period for broadcasting those announcements,  
29 campaigns or communications are terminated.

Passed the House February 14, 20 11

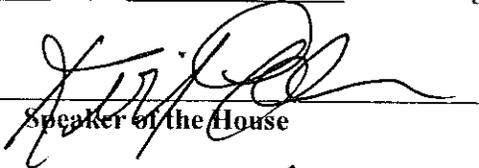
Passed the Senate April 13, 20 11

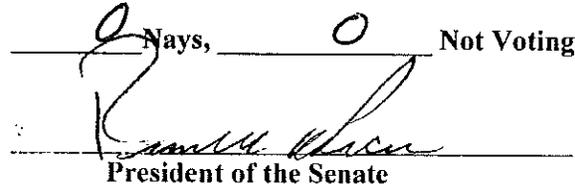
by the following vote: 37 Ayes,

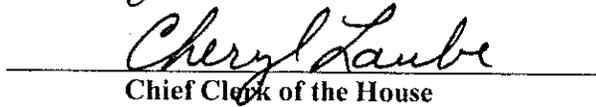
by the following vote: 30 Ayes,

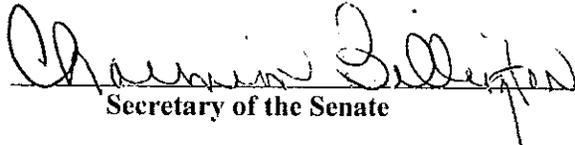
23 Nays, 0 Not Voting

2 Nays, 0 Not Voting

  
Speaker of the House

  
President of the Senate

  
Cheryl Laube  
Chief Clerk of the House

  
Secretary of the Senate

EXECUTIVE DEPARTMENT OF ARIZONA  
OFFICE OF GOVERNOR

This Bill received by the Governor this

\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

at \_\_\_\_\_ o'clock \_\_\_\_\_ M.

\_\_\_\_\_  
Secretary to the Governor

Approved this \_\_\_\_\_ day of

\_\_\_\_\_

at \_\_\_\_\_ o'clock \_\_\_\_\_ M.

\_\_\_\_\_  
Governor of Arizona

EXECUTIVE DEPARTMENT OF ARIZONA  
OFFICE OF SECRETARY OF STATE

This Bill received by the Secretary of State

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

at \_\_\_\_\_ o'clock \_\_\_\_\_ M.

\_\_\_\_\_  
Secretary of State

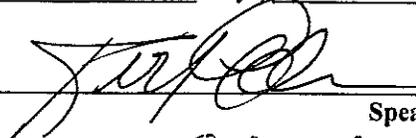
H.B. 2502

HOUSE CONCURS IN SENATE  
AMENDMENTS AND FINAL PASSAGE

April 19, 2011,

by the following vote: 37 Ayes,

23 Nays, 0 Not Voting

  
\_\_\_\_\_  
Speaker of the House

Cheryl Laube  
\_\_\_\_\_  
Chief Clerk of the House

EXECUTIVE DEPARTMENT OF ARIZONA  
OFFICE OF GOVERNOR

This Bill was received by the Governor this

20 day of April, 2011,

at 8:30 o'clock A. M.

  
\_\_\_\_\_  
Secretary to the Governor

Approved this \_\_\_\_\_ day of

\_\_\_\_\_, 20\_\_\_\_,

at \_\_\_\_\_ o'clock \_\_\_\_\_ M.

**VETO**

\_\_\_\_\_  
Governor of Arizona

EXECUTIVE DEPARTMENT OF ARIZONA  
OFFICE OF SECRETARY OF STATE

This Bill was received by the Secretary of State

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_,

at \_\_\_\_\_ o'clock \_\_\_\_\_ M.

**H.B. 2502**

\_\_\_\_\_  
Secretary of State