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**SUBSTITUTE HOUSE BILL 2361**

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**State of Washington**

**57th Legislature**

**2002 Regular Session**

**By** House Committee on Transportation (originally sponsored by Representatives Fisher, Hatfield, Hankins, Lovick, Edwards and Kenney; by request of Department of Licensing)

Read first time 02/11/2002. Referred to Committee on .

1 AN ACT Relating to authorization for the department of licensing to  
2 include advertising in its publications; and adding a new section to  
3 chapter 46.01 RCW.

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

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

7 (1) The department may sell advertising or enter into agreements  
8 for the purpose of selling advertising for inclusion in any of its  
9 publications, materials, or mailings.

10 (2) The department may enter into agreements for the distribution  
11 of third-party publications or other materials related to its mission  
12 of protecting and enhancing the public safety and welfare in the areas  
13 it licenses and regulates that may contain commercial advertisements or  
14 logos.

15 (3) The department shall retain the right by agreement to approve  
16 advertising content to ensure that the products or services are  
17 harmonious with the subject matter of the publication and are not  
18 inconsistent with the department's mission to promote public safety.  
19 The director shall deny any advertisement that includes content that

1 may be interpreted as contrary to the agency's mission or may carry  
2 connotations offensive to good taste and decency or that would be  
3 misleading. Any public information materials that include advertising  
4 of any kind must provide a statement that inclusion of the materials  
5 does not constitute an endorsement by the state or the agency of the  
6 products or services so advertised.

7 (4) The department shall deposit proceeds from advertising  
8 appearing in publications, materials, and mailings related to the  
9 driver services program into the highway safety fund. Expenditure from  
10 these proceeds must be appropriated.

11 (5) The department shall deposit proceeds from advertising  
12 appearing in publications, materials, and mailings related to the  
13 vehicle services program into the motor vehicle account. Expenditure  
14 from these proceeds must be appropriated.

15 (6) The department shall adopt rules to implement this section.

16 (7) The department must report back to the transportation  
17 committees by no later than January 31, 2003, and January 31, 2004, on  
18 the status of implementing the provisions of this section. The status  
19 report must, at a minimum, address the agency's advertisement plan  
20 which must include, but not be limited to, information on the sources  
21 and the subjects of the advertising the department is accepting, the  
22 amount of advertising revenue generated to date, and information on any  
23 feedback provided by the general public regarding the use of  
24 advertising.

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