



1       (2) Subdivision (1) of this subsection does not prohibit  
2 incidental office items such as business cards, letterhead,  
3 envelopes, door signs or plates or other office insignia where the  
4 inclusion of the Attorney General's name is appropriate.

5       (b) During any election period in which he or she is a  
6 candidate, the Attorney General may not knowingly and intentionally  
7 place or allow the use of his or her personal name or likeness to  
8 be placed on any broad-based public advertising paid for with  
9 public moneys or distributed on behalf of a public entity, unless  
10 the Attorney General is directed by law to have his or her name or  
11 likeness included.

12       (c) As used in this section:

13       (1) "Broad-based" means communications on specific issues,  
14 other than regular responses to constituent requests or ongoing  
15 litigation or legal matters, designed to reach more than fifty  
16 people at one time.

17       (2) "Directed by law" means the Office of the Attorney General  
18 is directed to include certain information by statute, state rule,  
19 order of court or federal regulation.

20       (3) "Election period" means the time period between the  
21 deadline for filing for Attorney General and the general election.

22       (4) "Public advertising" means radio, television, newspaper,  
23 billboards, signs or other media intended to convey a message or  
24 information relating to the Office of the Attorney General.

1 Dissemination of office press releases and information via e-mail,  
2 social media, or other public relations tools for official purposes  
3 is not public advertising.

4 (5) "Trinket" means a small tangible item, ornament or thing  
5 of trivial value, including, but not limited to, pens, pencils,  
6 magnets, pill box holders, key-chains, nail files, matches, piggy  
7 banks, gun locks and bags.

NOTE: The purpose of this bill is to prohibit the Attorney General from placing his or her name or likeness on trinkets purchased with public moneys, and on public advertising purchased with public moneys during an election period.

This section is new; therefore, it has been completely underscored.