

Fiscal impact reports (FIRs) are prepared by the Legislative Finance Committee (LFC) for standing finance committees of the NM Legislature. The LFC does not assume responsibility for the accuracy of these reports if they are used for other purposes.

Current FIRs (in HTML & Adobe PDF formats) are available on the NM Legislative Website (legis.state.nm.us). Adobe PDF versions include all attachments, whereas HTML versions may not. Previously issued FIRs and attachments may be obtained from the LFC in Suite 101 of the State Capitol Building North.

## FISCAL IMPACT REPORT

ORIGINAL DATE 02/12/10

SPONSOR Arnold-Jones LAST UPDATED \_\_\_\_\_ HB 279

SHORT TITLE Elected Official Public Service Announcements SB \_\_\_\_\_

ANALYST Ortiz

### APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY10	FY11		
	No Appropriation		

(Parenthesis ( ) Indicate Expenditure Decreases)

Relates to HB43, HB125, HB138, SB43, SB44, SB108 and SB154

### SOURCES OF INFORMATION

LFC Files

#### Responses Received From

Department of Finance and Administration (DFA)

Office of the State Auditor (OSA)

Attorney General's Office (AGO)

### SUMMARY

#### Synopsis of Bill

House Bill 279 adds a new section to the Governmental Conduct Act that prohibits public funds from being used to pay for public service announcements that include the image, voice or name of a public official.

### FISCAL IMPLICATIONS

Potentially less government funds will be spent on public service announcements.

### SIGNIFICANT ISSUES

This bill extends the lifespan of public service announcements and may help keep the focus on the issue. However, there is potential that public service announcements will not be as widely used since public official will not receive a residual benefit.

**OTHER SUBSTANTIVE ISSUES**

A former secretary of state was indicted and it is related to the use of federal fund to pay an advertising firm for producing public service announcement featuring the public official.

Prohibiting public officials from appearing in public service announcement might serve as a deterrent from the personal benefit public officials receive toward their future political campaign promotion.

EO/svb