

SENATE BILL NO. 622

BY SENATOR WALSWORTH

1 AN ACT

2 To amend and reenact R.S. 42:1123(32), relative to the Code of Governmental Ethics; to
3 provide that any advertising agency who has a contract for advertising services with
4 an agency is allowed to enter into contracts with any other person who engages in
5 a transaction with that agency; and to provide for related matters.

6 Be it enacted by the Legislature of Louisiana:

7 Section 1. R.S. 42:1123(32) is hereby amended and reenacted to read as follows:

8 §1123. Exceptions

9 This Part shall not preclude:

10 * * *

11 (32)(a) Any ~~person who~~ advertising agency that has a contract for
12 advertising services with the Department of Culture, Recreation and Tourism, ~~the~~
13 Department of Wildlife and Fisheries, the Department of Economic
14 Development, the Department of Transportation and Development, or the
15 Department of Agriculture and Forestry from entering into contracts with any
16 other person who engages in any transaction with the Department of Culture,
17 Recreation and Tourism, ~~the Department of Wildlife and Fisheries, the~~
18 Department of Economic Development, the Department of Transportation and
19 Development, or the Department of Agriculture and Forestry.

20 (b) As used in this Paragraph, "advertising services" means the
21 development, production and dissemination of advertisements, public relations
22 communications, or other forms of publicity.

23 (c) As used in this Paragraph, the term "advertising agency" means a
24 corporation, limited liability company, or other juridical person that, as its
25 primary business, acts on behalf of clients in connection with some or all of the
26 following activities:

27 (i) Development and production of advertisements.

1 (ii) Placement of advertisements in the media.

2 (iii) Planning and conducting advertising and public relations campaigns.

3 (iv) Website design and other Internet marketing functions.

4 (v) Branding and brand management.

5 (vi) Market research.

6 * * *

7 Section 2. This Act shall become effective upon signature by the governor or, if not
8 signed by the governor, upon expiration of the time for bills to become law without signature
9 by the governor, as provided in Article III, Section 18 of the Constitution of Louisiana. If
10 vetoed by the governor and subsequently approved by the legislature, this Act shall become
11 effective on the day following such approval.

PRESIDENT OF THE SENATE

SPEAKER OF THE HOUSE OF REPRESENTATIVES

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____