

HOUSE BILL No. 4285

February 16, 1999, Introduced by Rep. Jacobs and referred to the Committee on Constitutional Law and Ethics.

A bill to prohibit certain conduct of certain state and local officers; and to prescribe the powers and duties of certain state and local officers.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 1. As used in this act:

2 (a) "Commercial advertisement" means a written or printed
3 communication, a communication by means of recorded telephone
4 message, a communication spoken on radio or television, or a com-
5 munication by means of computer or similar communications media
6 that is published with the intention to induce or is likely to
7 induce directly or indirectly, the purchase of a consumer item,
8 service, good, merchandise, commodity, or real property.

9 (b) "Public officer" means that term as described in section
10 1 of 1978 PA 566, MCL 15.181.

1 Sec. 3. Except as provided in section 5, a public officer
2 shall not participate in, appear in, or allow his or her likeness
3 to appear in or be used in a commercial advertisement.

4 Sec. 5. A public officer may participate in, appear in, or
5 allow his or her likeness to appear in or be used in a commercial
6 advertisement only for 1 or more of the following:

7 (a) The election campaign of that public official or any
8 other public official.

9 (b) A business of which the public official is the owner,
10 partner, member, or primary shareholder.

11 (c) A charitable institution exempt from taxation under sec-
12 tion 501(c)(3) of the internal revenue code of 1986.

13 (d) A ballot issue or ballot question campaign.

14 (e) An educational or public service promotion.