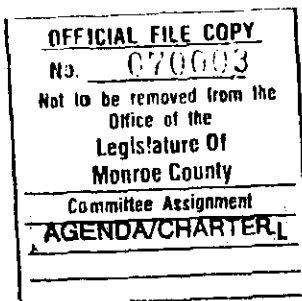




Monroe County Legislature

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December 19, 2006

To the Honorable
Monroe County Legislature
407 County Office Building
39 West Main Street
Rochester, New York 14614

Re: **Eliminating Taxpayer-Funded Advertisements Featuring
Monroe County Public Officials**

Honorable Legislators:

Whether they are walking through the halls of the Greater Rochester International Airport, clicking through local television channels or visiting the mobile DMV units, Monroe County citizens see public officials starring in advertisements.

These are not campaign spots but rather county-funded ads meant to promote tourism, economic development and the Department of Motor Vehicles. What is concerning is that elected officials are promoting themselves by using these public dollars. During a climate of heightened public distrust of government and a potential \$100 million fiscal crisis locally, this type of self-promoting advertising should not be financed with taxpayer dollars.

Recently, Governor-Elect Spitzer announced a series of state-wide reform measures that he would enact with executive power, including implementing a policy that would not allow the Governor to appear in tourism commercials or other taxpayer-supported advertising. Monroe County should join in this reform measure and no longer allow public officials to "star" in publicly funded print, radio or television advertisements.

Therefore, we propose amending Monroe County Code to prohibit the use of county funds for radio, television or print advertisements, including mass mailings, by Monroe County public officials.

The specific legislative actions required are

1. Amend Section A8-8 of the Monroe County Administrative Code (Budget controls: when contracts and expenditures prohibited) to letter the existing paragraph as paragraph "A" and include a new paragraph "B" to read as follows:
 - A. The County shall not expend funds for radio, television or print advertisements that feature a Monroe County public official as a spokesperson.
 - B. The County shall not expend funds for radio, television or print advertisements that feature a Monroe County public official as a spokesperson.
2. Schedule and hold a public hearing on this proposed local law.

This local law shall take effect immediately and shall have no impact on the 2007 Monroe County Budget.

Respectfully submitted,

Carla M. Palumbo *Travis R. Heider* *Harry B. Bronson*
 Carla M. Palumbo Travis R. Heider Harry B. Bronson
 Democratic Leader Legislator - District 14 Assistant Democratic Leader

Edward M. O'Brien *Carrie Andrews* *Paul E. Haney*
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 Legislator - District 17 Legislator - District 21 Legislator - District 23

C. Stephen Eckel
 C. Stephen Eckel
 Legislator - District 26