



A BILL FOR AN ORDINANCE

RELATING TO CITY ADVERTISEMENTS.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to require all city advertisements to include a statement that the ads are paid for by the taxpayers of the City and County of Honolulu.

SECTION 2. Chapter 1, Revised Ordinances of Honolulu 1990, is amended by adding a new article to be appropriately designated by the revisor of ordinances and to read as follows:

"Article __. City Advertisements

Sec. 1-__1 Definitions.

For the purposes of this article:

"Advertisement" includes any communication paid for in whole or in part with city funds, and publicly distributed to support, advocate for, or inform the public about a city project, program, action, or legislation. The term does not apply to notices of public meetings, notices of public hearings, notices of real property tax assessments and other legal notices required by ordinance or other law. A radio or television broadcast that differs in content from day-to-day or program-to-program shall be treated as a separate advertisement for each day or program, respectively.

"City employee" means the same as is defined in Section 13-101 of the 1973 Revised Charter of the City and County of Honolulu, as amended.

"City funds" include all funds appropriated in the city's executive operating and capital budgets and its legislative budget and include funds obtained by the city from the state or federal government.

"City officer" means the same as is defined in Section 13-101 of the 1973 Revised Charter of the City and County of Honolulu, as amended.

"Publicly distributed" means to make available to the public by broadcasting on television or radio, by publishing in a newspaper, magazine, periodical or other form of mass print media, or by bulk mailing a city publication.



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Sec. 1-__2 Disclosure required.

- (a) No city officer, employee, or consultant, contractor, subconsultant or subcontractor to the city shall submit or cause to be submitted any advertisement without including the following statement in the advertisement: "Paid for (or paid in part) by the taxpayers of the City and County of Honolulu." For radio advertisements, the statement may be altered to state: "Paid for (or in part) by city taxpayers."
- (b) If an advertisement is in printed or published form, the statement required in subsection (a) shall be displayed in a prominent location in the advertisement, and be of sufficient type size to be clearly readable by the recipient or audience of the advertisement. If the advertisement is broadcast on the radio, the statement shall be stated orally at the end of the advertisement.

Sec. 1-__3 Penalty.

Any person who willfully violates any provision of this article shall be subject to the penalty provided in Sec. 1-3.1."



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SECTION 3. This ordinance shall take effect upon its approval and shall apply to all advertisements publicly distributed after the effective date.

INTRODUCED BY:

Charles Djou

Ann Kobayashi

Romy M. Cachola

Donovan Dela Cruz

DATE OF INTRODUCTION:

April 09, 2008
Honolulu, Hawaii

_____ Councilmembers

APPROVED AS TO FORM AND LEGALITY:

Heain T. Kawachi
Deputy Corporation Counsel

APPROVED this _____ day of _____, 20____.

MUFU HANNEMANN, Mayor
City and County of Honolulu

CITY COUNCIL
 CITY AND COUNTY OF HONOLULU
 HONOLULU, HAWAII
 CERTIFICATE

ORDINANCE 08-18

BILL 29 (2008), CD2, FD1

Introduced: 04/09/08 By: CHARLES DJOU

Committee: EXECUTIVE MATTERS

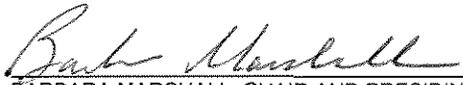
Title: A BILL FOR AN ORDINANCE RELATING TO CITY ADVERTISEMENTS.

Links: [BILL 29 \(2008\)](#)
[BILL 29 \(2008\), CD1](#)
[BILL 29 \(2008\), CD2](#)
[BILL 29 \(2008\), CD2 FD1](#)
[CR-132](#)

COUNCIL	04/16/08	BILL PASSED FIRST READING AND REFERRED TO COMMITTEE ON EXECUTIVE MATTERS.
	APO Y	CACHOLA Y DELA CRUZ Y DJOU Y GARCIA Y
	KOBAYASHI Y	MARSHALL E OKINO Y TAM Y
EXECUTIVE MATTERS	04/23/08	CR-132 – BILL REPORTED OUT OF COMMITTEE FOR PASSAGE ON SECOND READING AND SCHEDULING OF A PUBLIC HEARING AS AMENDED IN CD1 FORM,
PUBLISH	04/26/08	PUBLIC HEARING NOTICE IN THE HONOLULU STAR BULLETIN.
COUNCIL/PUBLIC HEARING	05/07/08	CR-132 ADOPTED, BILL PASSED SECOND READING AS AMENDED (BILL 29 (2008), CD1) PUBLIC HEARING CLOSED AND REFERRED TO THE COMMITTEE ON EXECUTIVE MATTERS.
	APO Y	CACHOLA Y DELA CRUZ Y DJOU Y GARCIA Y
	KOBAYASHI Y	MARSHALL Y OKINO Y TAM Y
PUBLISH	05/14/08	SECOND READING NOTICE PUBLISHED IN THE HONOLULU STAR BULLETIN.
EXECUTIVE MATTERS	05/14/08	CR-161 – BILL REPORTED OUT OF COMMITTEE FOR PASSAGE ON THIRD READING AS AMENDED IN CD2 FORM.
COUNCIL	06/04/08	CR-161 ADOPTED, BILL FURTHER AMENDED ON THE COUNCIL FLOOR AND SUBSEQUENTLY PASSED THIRD READING AS AMENDED (BILL 29 (2008), CD2, FD1)
	APO Y	CACHOLA Y DELA CRUZ Y DJOU Y GARCIA Y
	KOBAYASHI Y	MARSHALL Y OKINO Y TAM Y

I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this BILL.


 DENISE C. DE COSTA, CITY CLERK


 BARBARA MARSHALL, CHAIR AND PRESIDING OFFICER

08-18

ORDINANCE NO. _____

CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

CERTIFICATE

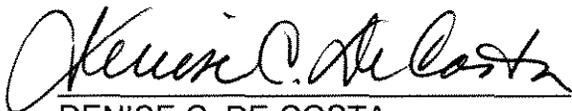
I hereby certify that on June 5, 2008, Bill 29, CD2, FD1, was presented to the Honorable Mufi Hannemann, Mayor of the City and County of Honolulu, for his approval or otherwise; and that on June 18, 2008, the Mayor returned said Bill without his signature; therefore, pursuant to Section 3-203 of the Revised Charter of Honolulu, said Bill 29, CD2, FD1, became a duly enacted ordinance on June 18, 2008.

Dated, Honolulu, State of Hawaii, this 18th day of June, 2008.

CITY COUNCIL

By 
BARBARA MARSHALL
Chair and Presiding Officer

ATTEST:


DENISE C. DE COSTA
City Clerk

08-18