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I WANT MY GOV TV!

IT USED TO BE THAT GOVERNORS RARELY went on TV to sell anything other than their state's beaches and casinos. But a number of state leaders who happen to be up for re-election this year have lent their faces to an array of public-service ads for popular state programs. Critics insist that the spots—funded largely by taxpayers and featured prominently on TV, radio, billboards and other media—amount to thinly disguised campaign ads. A gallery of gubernatorial thespians:

Gov. George Pataki

GEORGE PATAKI (R., N.Y.): In the past three years, the media-friendly Governor has starred in some \$50 million worth of state-funded ads for museums, baseball teams and health care, the latter airing during such prime-time events as the Oscars. After criticism, he said he always planned to stop six months before the election.

JOHN ROWLAND (R., CONN.): The governor's secretary has helped him promote state law, labeling such ads by candidates with the governor's name. Rowland's recent gubernatorial race, a first campaign for him, has earned critics who recall that in his early years in office he was an advocate of public-private services.



BOB TAFT (R., OHIO): He drew fire early this year when his office ordered that all new commercial be refused to include the Governor's name. The office, with a \$198,000 budget, was necessary because of the state's poor reputation and contained an insensitive reference to American Indians.

GRANDAVIS D. GILLES: His office ordered all state agencies to display the Governor's photo on their websites. On a rich and colorful page, which offers blog updates with personal photos, speeches and a link to the home page of his wife, Critchley's campaign employs.



MIKE MCCABE (R., NEV.): His recent appearance in a PSA about a health care plan, which he is surrounded by a group of grateful children, helped inspire a new state health care plan. McCabe, a sponsor of the plan, called it a "bill of intent" and said, "Through this, we are saying that we are committed to the health care of our people."

ASSEMBLY ELECTIONS, PROCEDURES, & ETHICS
DATE: 5/16/03 ROOM: 3138 EXHIBIT C
SUBMITTED BY: Senator Titus