

June 23, 1999
Re: IO-99-107

You inquired whether you could record "liners" for a local radio station, without receiving compensation. As you explained it to me, these recordings would be in the nature of giving support to, or an endorsement of the radio station. The answer is yes, as long as you act solely in an unofficial capacity.

The Public Ethics Law, §3-104(a), provides that an employee may not use the prestige, title, or authority of the employee's office or position for the financial gain of the employee or any other person or entity. This provision prohibits a county employee from using the employee's job title in any endorsement of a private entity or for marketing or advertising one's own private employment. For the same reason, the radio station should be made aware that it cannot introduce you as a county official or employee, but only as a private citizen, or as an employee of a non-governmental employer.

As a "prominent Annapolitan", according to the radio station's letter requesting your services, you should feel free to participate in its promotion.

Thank you for your inquiry. Please call if you have any other questions.

Sincerely,

Betsy K. Dawson
Executive Director