



General Assembly

Amendment

February Session, 2024

LCO No. 4800



Offered by:

REP. BLUMENTHAL, 147th Dist.

REP. MORRIN BELLO, 28th Dist.

REP. FARRAR K., 20th Dist.

To: House Bill No. 5408

File No. 450

Cal. No. 294

**"AN ACT CONCERNING THE PURCHASE OF PRINT AND DIGITAL
ADVERTISING BY THE STATE."**

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

3 "Section 1. (NEW) (*Effective July 1, 2024*) (a) As used in this section,
4 (1) "publisher of news" means an entity that (A) disseminates original
5 news content to the public, whether by print, broadcast, photographic,
6 mechanical, electronic or any other means or medium, and (B) has
7 been producing such original news content for a period of at least
8 twelve months; and (2) "state agency" means any department, board,
9 council, commission or other executive branch agency of state
10 government, but excludes each constituent unit of the state system of
11 higher education, as described in section 10a-1 of the general statutes.

12 (b) Except as provided in subsections (c) and (e) of this section, on
13 and after July 1, 2025, each state agency procuring print or digital

14 advertising shall, within available appropriations, contract with a
15 commercial or nonprofit publisher of news whose principal place of
16 business is in this state for not less than fifteen per cent of the total
17 annual value of such agency's contracts for such advertising. In the
18 case of a commercial or nonprofit publisher of news that is owned by a
19 parent company that is located outside of this state, the principal place
20 of business of such publisher shall be deemed to be the location of such
21 parent company. Not later than June 1, 2025, the Commissioner of
22 Administrative Services shall, within available appropriations,
23 establish guidelines for any contracts entered into under this section.
24 The commissioner may accept volunteer assistance from institutions of
25 higher education in the state or other neutral third parties with
26 relevant expertise in establishing such guidelines.

27 (c) If a state agency determines that an award in accordance with
28 subsection (b) of this section would interfere with the purpose of the
29 advertising, the state agency may request a waiver of such
30 requirement from the Commissioner of Administrative Services, in a
31 manner and form prescribed by the commissioner. Any such request
32 shall clearly document the reasons for requesting such a waiver.

33 (d) Not later than December 1, 2025, and annually thereafter, each
34 state agency shall provide a summary of all print or digital advertising
35 purchased by such state agency during the preceding fiscal year,
36 including the amounts spent, to the Commissioner of Administrative
37 Services, in a form and manner prescribed by the commissioner.

38 (e) The provisions of this section shall not apply to state agency
39 contracts for print or digital advertising that is primarily directed at an
40 out-of-state audience, including, but not limited to, for out-of-state
41 tourism, economic development or employee recruitment.

42 (f) Not later than February 1, 2026, and annually thereafter, the
43 Commissioner of Administrative Services shall, within available
44 appropriations, submit a report, in accordance with the provisions of
45 section 11-4a of the general statutes, to the joint standing committee of

46 the General Assembly having cognizance of matters relating to
47 government administration. The report shall summarize any
48 advertising purchased by state agencies during the preceding fiscal
49 year, the amounts spent by such agencies on such advertising, any
50 waiver requests received by the commissioner, whether such waivers
51 were granted or denied and the reasons for such granting or denial."

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>July 1, 2024</i>	New section