
OLR Bill Analysis

HB 5408

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

SUMMARY

Starting January 1, 2025, this bill generally requires each executive branch state agency buying print or digital advertising to contract with in-state news publishers for at least 50% of the total annual value of the agency's contracts for advertising. These publishers may be commercial or non-profit, but they must (1) disseminate original news content to the public by print, broadcast, photographic, mechanical, electronic, or any other means or medium; (2) have been producing this content for at least 12 months; and (3) have their principal place of business in Connecticut. For news publishers owned by a parent company located outside of Connecticut, the bill deems the principal place of business as the parent company's location.

The bill exempts state agency contracts for print or digital advertising for out-of-state tourism, economic development, or employee recruitment. It also allows an agency to request a waiver if it determines that following this requirement would interfere with an advertisement's purpose. An agency may request the waiver from the Department of Administrative Services (DAS) commissioner, in a form and way she sets, but it must clearly document the reasons for the request.

The bill requires the DAS commissioner, by December 1, 2024, to establish guidelines for any contracts entered into under the bill's provisions. In doing so, she may accept voluntary assistance from in-state higher education institutions or other neutral third parties with relevant experience.

Starting by December 1, 2025, the bill requires each agency to annually give the DAS commissioner a summary of all print or digital

advertising it purchased during the preceding fiscal year, including the amounts spent. The information must be given in a form and way set by the commissioner.

Then, starting by February 1, 2026, the commissioner must annually give the Government Administration and Elections Committee a report that summarizes (1) advertising bought by executive branch state agencies during the preceding fiscal year; (2) the amounts they spent on the advertising; and (3) any waiver requests received by the commissioner, whether they were granted or denied, and the reasons why.

EFFECTIVE DATE: July 1, 2024

COMMITTEE ACTION

Government Administration and Elections Committee

Joint Favorable

Yea 13 Nay 5 (03/22/2024)