

AMENDMENTS TO HOUSE BILL NO. 842

Sponsor: REPRESENTATIVE COOPER

Printer's No. 2167

1 Amend Bill, page 1, by inserting between lines 12 and 13

2 "Broadcast advertising." Advertising, regardless of the
3 medium, that includes audio communication components. The term
4 includes television advertising, radio advertising and other
5 audiovisual advertising.

6 Amend Bill, page 2, by inserting between lines 9 and 10

7 "Print advertising." Advertising, regardless of the medium,
8 that includes visual communication components. The term includes
9 print and electronic newspaper advertising, print and electronic
10 magazine advertising and billboard advertising. The term does
11 not include advertising in the classified section of a
12 newspaper.

13 "Qualified funding source." Money appropriated, executively
14 authorized or otherwise made available from the General Fund or
15 a special fund that is comprised of money collected by a tax
16 imposed by the Commonwealth or other revenues or receipts
17 received by the Commonwealth.

18 Amend Bill, page 2, line 24, by striking out " IF A State
19 grant or loan AGREEMENT" and inserting

20 (a) General rule.--If a State grant or loan agreement

21 Amend Bill, page 4, by inserting between lines 15 and 16

22 (b) Taxpayer-funded advertising transparency.--

23 (1) A State grant or loan agreement between an awarding
24 agency and a recipient shall require that the recipient,
25 subgrantee or contractor of the recipient or subgrantee must
26 include a statement in accordance with paragraph (2) in any
27 print advertising or broadcast advertising that is paid for,
28 in whole or in part, with a State grant or loan paid for with
29 money from a qualified funding source.

30 (2) The notice required under paragraph (1) must include
31 the following statement: "Paid for with Pennsylvania taxpayer
32 dollars." The following shall apply:

33 (i) In the case of print advertising, the statement
34 shall be included so that it is easily seen and read.

1 (ii) In the case of broadcast advertising, the
2 statement shall be included as an audio tagline so that
3 it is easily heard.