
OLR Bill Analysis

sHB 6347

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

SUMMARY

This bill requires the Department of Administrative Services (DAS) commissioner to develop and implement, by January 1, 2024, a program to increase the number of state contracts DAS and other executive branch agencies award to news organizations owned by in-state or nonprofit entities for buying print and digital advertising services. Under the bill, at least 50% of the total annual value of print and digital advertising contracts awarded must be to these entities. Contracts for tourism or employee recruitment advertising published or broadcast out of state are excluded from the program.

The bill requires the DAS commissioner, beginning by February 1, 2024, to annually report on the program to the Government Administration and Elections Committee. The commissioner's first report must include a program description and summary of any advertising services bought under the program, and each subsequent report must include a summary of the amounts DAS and other state agencies spent on advertising since the last report. The bill requires state agencies that buy print or digital advertising services to give the DAS commissioner any information she requests to facilitate the program or annual report.

EFFECTIVE DATE: Upon passage

COMMITTEE ACTION

Government Administration and Elections Committee

Joint Favorable Substitute

Yea 13 Nay 5 (03/27/2023)