



House of Representatives

General Assembly

File No. 613

January Session, 2023

Substitute House Bill No. 6347

House of Representatives, April 17, 2023

The Committee on Government Administration and Elections reported through REP. BLUMENTHAL of the 147th Dist., Chairperson of the Committee on the part of the House, that the substitute bill ought to pass.

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

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective from passage*) (a) Not later than January 1,
2 2024, the Commissioner of Administrative Services shall develop and
3 implement a program to increase the number of state contracts for the
4 purchasing of print and digital advertising services awarded by the
5 commissioner and by other executive branch state agencies to news
6 organizations owned by in-state entities or nonprofit entities. Pursuant
7 to such program, not less than fifty per cent of the total annual value of
8 all of such contracts shall be awarded to such entities. Any such state
9 agency that purchases print or digital advertising services shall provide
10 any information requested by the commissioner to facilitate the
11 program and the reporting requirements of this section.

12 (b) The provisions of this section shall not apply to state contracts for
13 print or digital advertising services for tourism or employee recruitment

14 purposes that are published or broadcast outside of the state.

15 (c) Not later than February 1, 2024, and annually thereafter, the
16 commissioner shall submit a report, in accordance with the provisions
17 of section 11-4a of the general statutes, to the joint standing committee
18 of the General Assembly having cognizance of matters relating to
19 government administration. The initial report shall summarize the
20 program developed under this section and any advertising services
21 purchased pursuant to such program, and thereafter shall include a
22 detailed summary of the amounts spent on such advertising services by
23 the commissioner and other state agencies since the last preceding
24 report.

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

GAE *Joint Favorable Subst.*

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note

State Impact: None

Municipal Impact: None

Explanation

The bill codifies current practices concerning print and digital advertising by the state and has no fiscal impact.

The Out Years

State Impact: None

Municipal Impact: None

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)