



General Assembly

Substitute Bill No. 6347

January Session, 2023



**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
10 provide any information requested by the commissioner to facilitate
11 the program and the reporting requirements of this section.

12 (b) The provisions of this section shall not apply to state contracts
13 for print or digital advertising services for tourism or employee
14 recruitment purposes that are published or broadcast outside of the
15 state.

16 (c) Not later than February 1, 2024, and annually thereafter, the
17 commissioner shall submit a report, in accordance with the provisions
18 of section 11-4a of the general statutes, to the joint standing committee

19 of the General Assembly having cognizance of matters relating to
20 government administration. The initial report shall summarize the
21 program developed under this section and any advertising services
22 purchased pursuant to such program, and thereafter shall include a
23 detailed summary of the amounts spent on such advertising services
24 by the commissioner and other state agencies since the last preceding
25 report.

This act shall take effect as follows and shall amend the following sections:		
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Section 1	<i>from passage</i>	New section
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GAE *Joint Favorable Subst.*