



General Assembly

February Session, 2024

Raised Bill No. 5408

LCO No. 2454



Referred to Committee on GOVERNMENT ADMINISTRATION
AND ELECTIONS

Introduced by:
(GAE)

***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 July 1, 2024*) (a) As used in this section,
2 "publisher of news" means an entity that (1) disseminates original news
3 content to the public, whether by print, broadcast, photographic,
4 mechanical, electronic or any other means or medium, and (2) has been
5 producing such original news content for a period of at least twelve
6 months.

7 (b) Except as provided in subsections (c) and (e) of this section, on
8 and after January 1, 2025, each state agency of the executive branch of
9 the state government procuring print or digital advertising shall
10 contract with a commercial or nonprofit publisher of news whose
11 principal place of business is in this state for not less than fifty per cent
12 of the total annual value of such agency's contracts for such advertising.
13 In the case of a commercial or nonprofit publisher of news that is owned
14 by a parent company that is located outside of this state, the principal

15 place of business of such publisher shall be deemed to be the location of
16 such parent company. Not later than December 1, 2024, the
17 Commissioner of Administrative Services shall establish guidelines for
18 any contracts entered into under this section. The commissioner may
19 accept volunteer assistance from institutions of higher education in the
20 state or other neutral third parties with relevant expertise in establishing
21 such guidelines.

22 (c) If a state agency determines that an award in accordance with
23 subsection (b) of this section would interfere with the purpose of the
24 advertising, such state agency may request a waiver of such
25 requirement from the Commissioner of Administrative Services, in a
26 manner and form prescribed by the commissioner. Any such request
27 shall clearly document the reasons for requesting such a waiver.

28 (d) Not later than December 1, 2025, and annually thereafter, each
29 such state agency shall provide a summary of all print or digital
30 advertising purchased by such agency during the preceding fiscal year,
31 including the amounts spent, to the Commissioner of Administrative
32 Services, in a form and manner prescribed by the commissioner.

33 (e) The provisions of this section shall not apply to state agency
34 contracts for print or digital advertising for out-of-state tourism,
35 economic development or employee recruitment.

36 (f) Not later than February 1, 2026, and annually thereafter, the
37 Commissioner of Administrative Services shall submit a report, in
38 accordance with the provisions of section 11-4a of the general statutes,
39 to the joint standing committee of the General Assembly having
40 cognizance of matters relating to government administration. The
41 report shall summarize any advertising purchased by executive branch
42 state agencies during the preceding fiscal year, the amounts spent by
43 such agencies on such advertising, any waiver requests received by the
44 commissioner, whether such waivers were granted or denied and the
45 reasons for such granting or denial.

This act shall take effect as follows and shall amend the following sections:		
Section 1	July 1, 2024	New section

Statement of Purpose:

To require executive branch state agencies to purchase a certain percentage of procured print or digital advertising from in-state commercial or nonprofit news publishers.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]