



General Assembly

**Amendment**

February Session, 2024

LCO No. 3906



Offered by:

REP. BLUMENTHAL, 147<sup>th</sup> Dist.

REP. MORRIN BELLO, 28<sup>th</sup> Dist.

REP. FARRAR K., 20<sup>th</sup> Dist.

To: House Bill No. 5408

File No. 450

Cal. No. 294

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

1 Strike everything after the enacting clause and substitute the  
2 following in lieu thereof:

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

9 (b) Except as provided in subsections (c) and (e) of this section, on  
10 and after January 1, 2025, each state agency of the executive branch of  
11 the state government procuring print or digital advertising shall, within  
12 available appropriations, contract with a commercial or nonprofit  
13 publisher of news whose principal place of business is in this state for

14 not less than fifty per cent of the total annual value of such agency's  
15 contracts for such advertising. In the case of a commercial or nonprofit  
16 publisher of news that is owned by a parent company that is located  
17 outside of this state, the principal place of business of such publisher  
18 shall be deemed to be the location of such parent company. Not later  
19 than December 1, 2024, the Commissioner of Administrative Services  
20 shall, within available appropriations, establish guidelines for any  
21 contracts entered into under this section. The commissioner may accept  
22 volunteer assistance from institutions of higher education in the state or  
23 other neutral third parties with relevant expertise in establishing such  
24 guidelines.

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

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

37 (e) The provisions of this section shall not apply to state agency  
38 contracts for print or digital advertising that is primarily directed at an  
39 out-of-state audience, including, but not limited to, for out-of-state  
40 tourism, economic development or employee recruitment.

41 (f) Not later than February 1, 2026, and annually thereafter, the  
42 Commissioner of Administrative Services shall, within available  
43 appropriations, submit a report, in accordance with the provisions of  
44 section 11-4a of the general statutes, to the joint standing committee of  
45 the General Assembly having cognizance of matters relating to

46 government administration. The report shall summarize any  
47 advertising purchased by executive branch state agencies during the  
48 preceding fiscal year, the amounts spent by such state agencies on such  
49 advertising, any waiver requests received by the commissioner,  
50 whether such waivers were granted or denied and the reasons for such  
51 granting or denial."

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