



General Assembly

February Session, 2024

**Amendment**

LCO No. 4216



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 (1) "publisher of news" means an entity that (A) disseminates original  
5 news content to the public, whether by print, broadcast, photographic,  
6 mechanical, electronic or any other means or medium, and (B) has  
7 been producing such original news content for a period of at least  
8 twelve months; and (2) "state agency" means any department, board,  
9 council, commission or other executive branch agency of state  
10 government, but excludes each constituent unit of the state system of  
11 higher education, as described in section 10a-1 of the general statutes.

12 (b) Except as provided in subsections (c) and (e) of this section, on  
13 and after July 1, 2025, each state agency procuring print or digital

14 advertising shall, within available appropriations, contract with a  
15 commercial or nonprofit publisher of news whose principal place of  
16 business is in this state for not less than fifty per cent of the total  
17 annual value of such agency's contracts for such advertising. In the  
18 case of a commercial or nonprofit publisher of news that is owned by a  
19 parent company that is located outside of this state, the principal place  
20 of business of such publisher shall be deemed to be the location of such  
21 parent company. Not later than June 1, 2025, the Commissioner of  
22 Administrative Services shall, within available appropriations,  
23 establish guidelines for any contracts entered into under this section.  
24 The commissioner may accept volunteer assistance from institutions of  
25 higher education in the state or other neutral third parties with  
26 relevant expertise in establishing such guidelines.

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

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

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

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

46 the General Assembly having cognizance of matters relating to  
47 government administration. The report shall summarize any  
48 advertising purchased by state agencies during the preceding fiscal  
49 year, the amounts spent by such agencies on such advertising, any  
50 waiver requests received by the commissioner, whether such waivers  
51 were granted or denied and the reasons for such 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