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:

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

(b) Except as provided in subsections (c) and (e) of this section, on and after January 1, 2025, each state agency of the executive branch of the state government procuring print or digital advertising shall contract with a commercial or nonprofit publisher of news whose principal place of business is in this state for not less than fifty per cent of the total annual value of such agency's contracts for such advertising. In the case of a commercial or nonprofit publisher of news that is owned by a parent company that is located outside of this state, the principal
place of business of such publisher shall be deemed to be the location of such parent company. Not later than December 1, 2024, the Commissioner of Administrative Services shall establish guidelines for any contracts entered into under this section. The commissioner may accept volunteer assistance from institutions of higher education in the state or other neutral third parties with relevant expertise in establishing such guidelines.

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

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

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

(f) Not later than February 1, 2026, and annually thereafter, the Commissioner of Administrative Services shall submit a report, in accordance with the provisions of section 11-4a of the general statutes, to the joint standing committee of the General Assembly having cognizance of matters relating to government administration. The report shall summarize any advertising purchased by executive branch state agencies during the preceding fiscal year, the amounts spent by such agencies on such advertising, any waiver requests received by the commissioner, whether such waivers 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:

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<thead>
<tr>
<th>Section</th>
<th>Date</th>
<th>Amendment</th>
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<tbody>
<tr>
<td>1</td>
<td>July 1, 2024</td>
<td>New section</td>
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**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.]