
THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE BILL

No. 442 Session of
2015

INTRODUCED BY FOLMER, VULAKOVICH, TEPLITZ, GREENLEAF,
EICHELBERGER, BARTOLOTTA, VOGEL, GORDNER, WARD, AUMENT,
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FEBRUARY 12, 2015

AS REPORTED FROM COMMITTEE ON STATE GOVERNMENT, HOUSE OF
REPRESENTATIVES, AS AMENDED, NOVEMBER 24, 2015

AN ACT

1 Requiring notification in advertising.

2 The General Assembly of the Commonwealth of Pennsylvania
3 hereby enacts as follows:

4 Section 1. Short title.

5 This act shall be known and may be cited as the Taxpayer-
6 Funded Advertising Transparency Act.

7 Section 2. Definitions.

8 The following words and phrases when used in this act shall
9 have the meanings given to them in this section unless the
10 context clearly indicates otherwise:

11 "Broadcast advertising." Includes television advertising,
12 radio advertising and other audiovisual advertising.

13 "Commonwealth agency." Any of the following:

14 (1) The Governor, Lieutenant Governor, Attorney General,
15 Auditor General, State Treasurer and the departments,

1 offices, boards, authorities, commissions and other agencies
2 of the executive branch of the government of this
3 Commonwealth, whether or not subject to the supervision and
4 control of the Governor.

5 (2) The legislative branch of government of this
6 Commonwealth.

7 (3) Any court and any office of the unified judicial
8 system of this Commonwealth.

9 "Media advertising." Includes broadcast advertising and
10 print advertising.

11 "Print advertising." Includes PRINT AND ELECTRONIC newspaper <--
12 advertising, PRINT AND ELECTRONIC magazine advertising and <--
13 billboard advertising. The term does not include advertising in
14 the classified section of a newspaper.

15 Section 3. Advertising notification.

16 (a) Statements required.--

17 (1) No expenditures for paid media advertising shall be
18 made by a Commonwealth agency from money appropriated,
19 executively authorized or otherwise made available from the
20 General Fund or a special fund that is comprised of money
21 collected by a tax imposed by the Commonwealth or other
22 revenues or receipts received by the Commonwealth unless the
23 paid media advertising includes a statement that it is
24 funded, in whole or in part, by the fund and includes the
25 following specific statement: "Paid for with Pennsylvania
26 taxpayer dollars."

27 (2) In the case of print advertising, the statement
28 shall be included so that it is easily seen and read.

29 (3) In the case of broadcast advertising, the statement
30 shall be included as an audio tagline so that it is easily

1 heard.

2 (b) Exception.--The provisions of subsection (a) shall not
3 apply where the materials provided to the broadcast or print
4 media are broadcast or published free of charge.

5 Section 4. Application.

6 The provisions of this act shall not apply to media
7 advertising that was printed, manufactured or produced prior to
8 the effective date of this section.

9 Section 5. Effective date.

10 This act shall take effect in 30 days.