

## THE GENERAL ASSEMBLY OF PENNSYLVANIA

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**SENATE BILL****No. 1015** Session of  
2007

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INTRODUCED BY FOLMER, PILEGGI, RAFFERTY, CORMAN, PICCOLA,  
KITCHEN, BAKER, ORIE, ERICKSON, WAUGH, WONDERLING, BROWNE,  
ROBBINS, D. WHITE, EICHELBERGER, EARLL, PIPPY, ARMSTRONG AND  
REGOLA, JUNE 30, 2007

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AS AMENDED ON THIRD CONSIDERATION, JUNE 25, 2008

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## AN ACT

1 Requiring certain notification in certain 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,  
16 offices, boards, authorities, commissions and other agencies

1 of the executive branch of the government of the  
2 Commonwealth, whether or not subject to the supervision and  
3 control of the Governor.

4 (2) The legislative branch of government of the  
5 Commonwealth.

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

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

10 "Print advertising." Includes newspaper advertising,  
11 magazine advertising and billboard advertising. The term shall  
12 not include advertising in the classified section of a  
13 newspaper.

14 Section 3. Advertising notification.

15 (A) GENERAL RULE.--No expenditures shall be made by any <—  
16 Commonwealth agency from any moneys appropriated from the  
17 General Fund or any special fund for PAID media advertising <—  
18 unless such PAID media advertising includes a statement that it <—  
19 is funded, in whole or in part, by State taxpayer dollars and  
20 includes the following specific statement: "Paid for with  
21 Pennsylvania taxpayer dollars." In the case of print  
22 advertising, the statement shall be included so that it is  
23 easily seen and read. In the case of broadcast advertising, the  
24 statement shall be included as an audio tagline so that it is  
25 easily heard.

26 (B) EXCEPTION.--THE PROVISIONS OF SUBSECTION (A) SHALL NOT <—  
27 APPLY WHERE THE MATERIALS PROVIDED TO THE BROADCAST OR PRINT  
28 MEDIA ARE BROADCASTED OR PUBLISHED FREE OF CHARGE.

29 Section 4. Application.

30 The provisions of this act shall not apply to any media

1 advertising that was printed, manufactured or produced prior to  
2 the effective date of this act.

3 Section 5. Effective date.

4 This act shall take effect in 30 days.