
THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE BILL
No. 1015 Session of
2007

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

AS REPORTED FROM COMMITTEE ON STATE GOVERNMENT, HOUSE OF
REPRESENTATIVES, AS AMENDED, SEPTEMBER 15, 2008

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,

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

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

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

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

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

15 Section 3. Advertising notification.

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

27 (b) Exception.--The provisions of subsection (a) shall not
28 apply where the materials provided to the broadcast or print
29 media are broadcasted or published free of charge.

30 Section 4. Application.

1 The provisions of this act shall not apply to any media
2 advertising that was printed, manufactured or produced prior to
3 the effective date of this act.

4 Section 5. Effective date.

5 This act shall take effect in 30 days.