

THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE BILL

No. 109 Session of 2011

INTRODUCED BY FOLMER, ROBBINS, BROWNE, ERICKSON, ORIE, VOGEL,
 PILEGGI, PICCOLA, RAFFERTY, SMUCKER, EICHELBERGER, VANCE,
 D. WHITE, BAKER, M. WHITE, ALLOWAY, PIPPY, WASHINGTON,
 CORMAN, GORDNER, WAUGH, MENSCH, BRUBAKER AND EARLL,
 JANUARY 12, 2011

REFERRED TO STATE GOVERNMENT, JANUARY 12, 2011

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 this
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 this 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 does
12 not include advertising in the classified section of a
13 newspaper.

14 Section 3. Advertising notification.

15 (a) Statements required.--

16 (1) No expenditures for paid media advertising shall
17 be made by any Commonwealth agency from any moneys
18 appropriated from the General Fund or any special fund that
19 is comprised of moneys collected by a tax imposed by the
20 Commonwealth unless such paid media advertising includes a
21 statement that it is funded, in whole or in part, by such
22 fund and includes the following specific statement: "Paid for
23 with Pennsylvania taxpayer dollars."

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

26 (3) In the case of broadcast advertising, the statement
27 shall be included as an audio tagline so that it is easily
28 heard.

29 (b) Exception.--The provisions of subsection (a) shall not
30 apply where the materials provided to the broadcast or print

1 media are broadcast or published free of charge.

2 Section 4. Application.

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

6 Section 5. Effective date.

7 This act shall take effect in 30 days.