

## No. 2015-90

## AN ACT

SB 442

Requiring notification in advertising.

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

Section 1. Short title.

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

Section 2. Definitions.

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

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

"Commonwealth agency." Any of the following:

(1) The Governor, Lieutenant Governor, Attorney General, Auditor General, State Treasurer and the departments, offices, boards, authorities, commissions and other agencies of the executive branch of the government of this Commonwealth, whether or not subject to the supervision and control of the Governor.

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

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

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

"Print advertising." Includes print and electronic newspaper advertising, print and electronic magazine advertising and billboard advertising. The term does not include advertising in the classified section of a newspaper.

Section 3. Advertising notification.

(a) Statements required.—

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

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

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

(b) Exceptions.—The provisions of subsection (a) shall not apply:

(1) where the materials provided to the broadcast or print media are broadcast or published free of charge; or

(2) to any expenditure for media advertising as authorized under the act of August 26, 1971 (P.L.351, No.91), known as the State Lottery Law.

Section 4. Application.

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

Section 5. Effective date.

This act shall take effect in 30 days.

APPROVED—The 20th day of December, A.D. 2015

TOM WOLF