



Gail A. Reinard
Executive Director

Senate State Government Committee

Senator Charles T. McIlhinney, Jr.
Chairman

Room 187 Capitol Building, Senate Box 203010, Harrisburg, Pennsylvania 17120-3010 • (717) 787-7305 • (717) 783-5962

BILL SUMMARY

Senate Bill 109, Printer's Number 180
Prime Sponsor: Folmer

A. Synopsis:

Creates the Taxpayer-Funded Advertising Transparency Act, which requires disclosure when taxpayer funds are used for advertising.

B. Bill Analysis:

Senate Bill 109 requires that Commonwealth agencies using taxpayer dollars from the General Fund or any special fund to pay for media or print advertising must include a statement disclosing that the advertisement was funded, in whole or in part, by state taxpayer dollars. The advertisement must include the specific statement "Paid for with Pennsylvania taxpayer dollars." In the case of print advertising the statement must be easily seen and read. If the advertising is broadcast, the statement shall be included as an audio tagline that is easily heard.

The bill clarifies that the disclosure requirement does not apply when the media advertising was free of charge. The provisions do not apply to advertising which is printed, manufactured, or produced prior to the effective date of the act.

C: Summary of Existing Law:

This legislation creates a free standing act.