

HOUSE BILL No. 2471

By Representative Kelley

2-7

9 AN ACT concerning media advertising by state agencies; requiring in-
10 clusion of a statement regarding the source of funding therefor; pre-
11 scribing powers, duties and functions for the secretary of
12 administration.
13

14 *Be it enacted by the Legislature of the State of Kansas:*

15 Section 1. (a) On and after January 1, 2008, no expenditures shall be
16 made by any state agency from any moneys appropriated from the state
17 general fund or any special revenue fund for media advertising unless
18 such media advertising includes a statement that such media advertising
19 is funded, in whole or in part, by state taxpayer dollars, as the case may
20 be, and includes the following specific statement: "Paid for with your
21 Kansas taxpayer dollars." In the case of print advertising, the statement
22 shall be included so that it is easily seen and read. In the case of broadcast
23 advertising, the statement shall be included as an audio tag line so that it
24 is easily heard.

25 (b) As used in this section,

26 (1) "state agency" has the meaning ascribed thereto by K.S.A. 75-
27 3701, and amendments thereto;

28 (2) "media advertising" means all forms of advertising expressed or
29 otherwise communicated, in any fashion, as print advertising or broadcast
30 advertising;

31 (3) "print advertising" means any form of advertising expressed or
32 otherwise communicated, in any fashion, through the use of billboards,
33 newspapers, handbills or mailings, but shall not include any (A) employ-
34 ment ads or (B) ads in the classified advertising section of a newspaper;
35 and

36 (4) "broadcast advertising" means any form of advertising expressed
37 or otherwise communicated, in any fashion, through the use of television,
38 radio or cable broadcasting.

39 (c) The provisions of this section shall be broadly construed, applied
40 and administered to be as inclusive as possible.

41 (d) This section shall be administered by the secretary of administra-
42 tion. The secretary shall adopt policies and rules and regulations to im-
43 plement, administer and enforce the provisions of this section. The sec-

1 retary shall establish pre-approval or pre-audit and other procedures that
2 are required to assure that all expenditures by state agencies for media
3 advertising that are subject to the provisions of this section satisfy all the
4 requirements of this section.

5 (e) The provisions of this section shall not apply to any media adver-
6 tising that has been printed, manufactured or produced prior to January
7 1, 2008.

8 Sec. 2. This act shall take effect and be in force from and after its
9 publication in the statute book.