

1 H.244

2 An act relating to State contracting standards for advertising

3 It is hereby enacted by the General Assembly of the State of Vermont:

4 Sec. 1. 29 V.S.A. § 902(a) is amended to read:

5 (a) The Commissioner of Buildings and General Services shall contract for
6 and make all purchases, including all fuel, supplies, materials, and equipment,
7 for all departments, offices, institutions, and other agencies of the State and
8 counties. However, ~~he or she~~ the Commissioner may delegate authority to
9 those governmental agencies to purchase directly individually approved types
10 and classes of items when the interests of the State are best served thereby,
11 provided that any such delegated authority shall be subject to the same
12 limitations set forth in subsections 910(a)–(c) of this subchapter as apply to the
13 Commissioner. ~~He or she~~ The Commissioner shall also contract for and
14 purchase materials for the repair and for the construction and equipment of
15 new buildings to be erected by the State, unless otherwise provided. ~~He or she~~
16 The Commissioner may purchase such supplies, materials, and equipment as
17 are requisitioned by the supervisors of the natural resources conservation
18 districts. ~~He or she~~ The Commissioner may also cooperate with and advise
19 officials of any political subdivision of the State or any institution of higher
20 education chartered in Vermont and accredited or holding a certificate of
21 approval from the State Board of Education in their purchase of any of the

1 supplies, materials, and equipment needed by the political subdivision or
2 institution of higher education, and may act as the agent of the political
3 subdivision at the request of the authorized officials or agent thereof in the
4 purchase of supplies, materials, and equipment.

5 Sec. 2. 29 V.S.A. § 910 is added to read:

6 § 910. STATE CONTRACTS FOR ADVERTISING

7 (a) When contracting for print or digital advertising services for the State or
8 its agencies, departments, instrumentalities, or institutions, the Commissioner
9 of Buildings and General Services shall contract with local news organizations
10 for not less than 70 percent of the total annual value of the print or digital
11 advertising services.

12 (b) When contracting for radio or television advertising services for the
13 State or its agencies, departments, instrumentalities, or institutions, the
14 Commissioner of Buildings and General Services shall contract with local
15 broadcast organizations for not less than 70 percent of the total annual value of
16 the radio or television advertising services.

17 (c) Notwithstanding subsections (a) and (b) of this section, the
18 Commissioner of Buildings and General Services may exclude from the total
19 annual value of advertising services any advertisement focused on tourism and
20 any employment search or job posting.

1 (d) The Commissioner of Buildings and General Services shall maintain a
2 list of local news organizations and local broadcast organizations.

3 (e) As used in this section:

4 (1) “Local broadcast organization” means an organization licensed to
5 broadcast in the State by the Federal Communications Commission.

6 (2) “Local news organization” means an organization that:

7 (A) engages professionals to create, edit, produce, and distribute
8 original content concerning matters of public interest through reporting
9 activities;

10 (B) employs a full-time employee who dedicates at least 30 hours a
11 week to providing coverage of an area of the State for dissemination to the
12 local or State community and lives within 50 miles of the coverage area;

13 (C)(i) has published at least one print publication per month over the
14 previous 12 months and either holds a valid U. S. Postal Service periodical
15 permit or dedicates at least 25 percent of its content to local news; or

16 (ii) on average over the previous 12 months, has published online
17 at least one piece per week about the local or State community and has at least
18 33 percent of its online audience in Vermont;

19 (D) has disclosed in its print publication or on its website its
20 beneficial ownership or, in the case of a nonprofit entity, its board of directors;

1 (E) in the case of an organization that is exempt from taxation under
2 26 U.S.C. § 501(c)(3), declares as its stated mission in its filings with the
3 Internal Revenue Service the coverage of local or State news; and

4 (F) over the previous calendar year did not receive more than
5 50 percent of its gross receipts from political action committees, other entities
6 described in 26 U.S.C. § 527, or from organizations exempt from taxation
7 under 26 U.S.C. § 501(c)(4), (c)(5), or (c)(6).

8 Sec. 3. 29 V.S.A. § 911 is added to read:

9 § 911. CONTRACTS FOR ADVERTISING; REPORTING

10 Annually, on or before June 30, the Commissioner of Buildings and General
11 Services shall submit to the General Assembly a report summarizing any
12 advertising services purchased by the State and its agencies, departments,
13 instrumentalities, or institutions during the preceding fiscal year, including a
14 summary of the amounts spent by entity on advertising services and where
15 those funds were spent.

16 Sec. 4. EFFECTIVE DATE

17 This act shall take effect on July 1, 2025.