

1 TO THE HOUSE OF REPRESENTATIVES:

2 The Committee on Government Operations and Military Affairs to which  
3 was referred House Bill No. 244 entitled “An act relating to State contracting  
4 standards for advertising” respectfully reports that it has considered the same  
5 and recommends that the bill be amended by striking out all after the enacting  
6 clause and inserting in lieu thereof the following:

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

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

1 officials of any political subdivision of the State or any institution of higher  
2 education chartered in Vermont and accredited or holding a certificate of  
3 approval from the State Board of Education in their purchase of any of the  
4 supplies, materials, and equipment needed by the political subdivision or  
5 institution of higher education, and may act as the agent of the political  
6 subdivision at the request of the authorized officials or agent thereof in the  
7 purchase of supplies, materials, and equipment.

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

9 § 910. STATE CONTRACTS FOR ADVERTISING

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

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

20 (c) Notwithstanding subsections (a) and (b) of this section, the  
21 Commissioner of Buildings and General Services may exclude from the total

1 annual value of advertising services any advertisement focused on tourism and  
2 any employment search or job posting.

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

5 (e) As used in this section:

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

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

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

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

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

18 (ii) on average over the previous 12 months, has published online  
19 at least one piece per week about the local or State community and has at least  
20 33 percent of its online audience in Vermont;

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

3           (E) in the case of an organization that is exempt from taxation under  
4           26 U.S.C. § 501(c)(3), declares as its stated mission in its filings with the  
5           Internal Revenue Service the coverage of local or State news; and

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

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

11          § 911. CONTRACTS FOR ADVERTISING; REPORTING

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

18          Sec. 4. EFFECTIVE DATE

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

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(Committee vote: \_\_\_\_\_)

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Representative \_\_\_\_\_

FOR THE COMMITTEE