

STATE OF NEW YORK

8897

IN ASSEMBLY

January 26, 2024

Introduced by M. of A. WOERNER -- read once and referred to the Committee on Governmental Operations

AN ACT to amend the state finance law, in relation to requiring public disclosure of media contracts

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The state finance law is amended by adding a new section
2 136-e to read as follows:

3 § 136-e. Public disclosure of media contracts. 1. Any media or market-
4 ing company, agency or contractor working with a department, division,
5 board, bureau, commission, or other agency of the state to provide
6 advertising or marketing services shall provide to the comptroller an
7 itemized list of all print publications, digital platforms, television
8 stations, radio stations, or other media where such advertisements,
9 marketing or informational items were placed by such companies, agencies
10 or contractors on behalf of any such state entity. Such list shall also
11 include the amount paid to each such media platform on an annual basis
12 and any other information the comptroller may require for the purpose of
13 identifying media services provided to the state by non-state entities.

14 2. Each department, division, board, bureau, commission or other agen-
15 cy of the state that receives services from any media or marketing
16 company, agency or contractor shall annually, on or before January
17 first, submit to the comptroller all information required pursuant to
18 this section in a manner specified by the comptroller to facilitate the
19 publication requirements of subdivision four of this section.

20 3. Each department, division, board, bureau, commission, or other
21 agency of the state that directly contracts for services on any media
22 platform listed in subdivision one of this section shall provide a list
23 of such media and the amount paid to each media platform for advertising
24 or marketing services to the comptroller annually, on or before January
25 first of each year, and any other information the comptroller may
26 require for the purpose of identifying advertising and marketing
27 services provided to the state by non-state entities.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 4. The comptroller shall maintain a non-aggregated compilation of all
2 information provided pursuant to subdivisions one, two and three of this
3 section in a public record available for inspection and updated at least
4 annually on a website designated by the comptroller for the purpose of
5 public access. The comptroller shall issue an annual public report by
6 agency on the number and cost of such media services placed by region
7 and by type of media platform.

8 5. The comptroller shall promulgate any rules and regulations neces-
9 sary for the implementation of this section.

10 § 2. This act shall take effect on the first of January next succeed-
11 ing the date on which it shall have become a law. Effective immediately,
12 the addition, amendment and/or repeal of any rule or regulation neces-
13 sary for the implementation of this act on its effective date are
14 authorized to be made and completed on or before such effective date.