



## 104TH GENERAL ASSEMBLY

### State of Illinois

2025 and 2026

SB0213

Introduced 1/22/2025, by Sen. Steve Stadelman

#### SYNOPSIS AS INTRODUCED:

815 ILCS 412/10  
815 ILCS 412/20 new  
815 ILCS 412/25 new

Amends the Strengthening Community Media Act. Provides that, for the fiscal year following the effective date of the amendatory Act, and each fiscal year thereafter, a State agency shall direct at least 5% of its total spending on advertising to local news organization publications, provided that a State agency may seek an exemption from this requirement upon a showing to the Department of Commerce and Economic Opportunity that the purposes of the advertising are inconsistent with placement in a local news organization. Provides that the Department shall maintain a list of eligible local news organizations. Provides that all State agencies are prohibited from discriminating among local news organizations based on editorial content, unless that content is objectively relevant to the target audience and articulated purposes of the advertising. Provides that, no later than 3 months after the effective date of the amendatory Act, the Department shall publish on its website a report on the implementation of the Act. Provides that, for the first full fiscal year following the effective date of the amendatory Act, and each fiscal year thereafter, the Department shall publish an annual report that includes specified information. Defines "State agencies".

LRB104 05543 SPS 15573 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Strengthening Community Media Act is  
5 amended by changing Section 10 and by adding Sections 20 and 25  
6 as follows:

7 (815 ILCS 412/10)

8 Sec. 10. Definitions. As used in this Act:

9 "Department" means the Department of Commerce and Economic  
10 Opportunity.

11 "Local news organization" means an entity that:

12 (1) engages professionals to create, edit, produce,  
13 and distribute original content concerning matters of  
14 public interest, through reporting activities, including  
15 conducting interviews, observing current events, or  
16 analyzing documents or other information;

17 (2) has at least one employee employed full-time for  
18 30 hours a week or more dedicated to providing coverage of  
19 Illinois or local Illinois community news and living  
20 within 50 miles of the coverage area, who gathers,  
21 prepares, collects, photographs, writes, edits, reports,  
22 or publishes original local or State community news for  
23 dissemination to the local or State community;

1           (3) in the case of print publications, has published  
2           at least one print publication per month over the previous  
3           12 months, and either holds a valid United States Postal  
4           Service periodical permit or has at least 25% of its  
5           content dedicated to local news;

6           (4) in the case of digital-only entities, has  
7           published one piece about the community per week over the  
8           previous 12 months and has at least 33% of its digital  
9           audience in Illinois, averaged over a 12-month period;

10          (5) in the case of hybrid entities that that have both  
11          print and digital outlets, meets the requirements in  
12          either paragraph (3) or (4) of this definition;

13          (6) has disclosed in its print publication or on its  
14          website its beneficial ownership or, in the case of a  
15          not-for-profit entity, its board of directors;

16          (7) in the case of an entity that maintains tax status  
17          under Section 501(c)(3) of the federal Internal Revenue  
18          Code, has declared the coverage of local or State news as  
19          the stated mission in its filings with the Internal  
20          Revenue Service; and

21          (8) has not received more than 50% of its gross  
22          receipts for the previous year from political action  
23          committees or other entities described in Section 527 of  
24          the federal Internal Revenue Code, or from an organization  
25          that maintains Section 501(c)(4) or 501(c)(6) status under  
26          the federal Internal Revenue Code.

1       "State agencies" means all officers, boards, commissions,  
2 and agencies created by the Illinois Constitution, whether in  
3 the executive, legislative, or judicial branch, but other than  
4 the circuit court; all officers, departments, boards,  
5 commissions, agencies, institutions, authorities,  
6 universities, bodies politic and corporate of the State; and  
7 administrative units or corporate outgrowths of the State  
8 government which are created pursuant to statute, other than  
9 units of local government and their officers, school districts  
10 and boards of elected commissioners; and all administrative  
11 units and corporate outgrowths of the above and as may be  
12 created by executive order of the Governor.

13       (Source: P.A. 103-1021, eff. 1-1-25.)

14               (815 ILCS 412/20 new)

15       Sec. 20. Advertising with local news organizations.

16       (a) For the fiscal year following the effective date of  
17 this amendatory Act of the 104th General Assembly, and each  
18 fiscal year thereafter, a State agency shall direct at least  
19 5% of its total spending on advertising to local news  
20 organization publications, provided that a State agency may  
21 seek an exemption from this requirement upon a showing to the  
22 Department that the purposes of the advertising are  
23 inconsistent with placement in a local news organization. If a  
24 State agency seeks an exemption, the Department shall direct  
25 the advertising spending to a local news organization if it

1 determined that the objectives of the advertising can be  
2 served as effectively or better through the local news  
3 organization.

4 (b) The Department shall maintain a list of eligible local  
5 news organizations.

6 (c) The Department shall determine whether an entity  
7 qualifies as a local news organization in accordance with the  
8 definition provided in Section 10.

9 (d) All State agencies are prohibited from discriminating  
10 among local news organizations based on editorial content,  
11 unless that content is objectively relevant to the target  
12 audience and articulated purposes of the advertising.

13 (e) If an entity is denied eligibility as a local news  
14 organization, the Department shall provide, in writing and  
15 upon request, an explanation to the entity of the reasons for  
16 the denial as described in subsection (c).

17 (815 ILCS 412/25 new)

18 Sec. 25. Reporting requirements.

19 (a) No later than 3 months after the effective date of this  
20 amendatory Act of the 104th General Assembly, the Department  
21 shall publish on its website a report on the implementation of  
22 this Act, including information on the criteria used to make  
23 determinations under subsection (a) of Section 20.

24 (b) For the first full fiscal year following the effective  
25 date of this amendatory Act of the 104th General Assembly, and

1 each fiscal year thereafter, the Department shall publish an  
2 annual report that includes, but is not limited to:

3 (1) the operative list of local news organizations at  
4 the date of publication;

5 (2) the advertising spending by each State agency; and

6 (3) the recipients of the spending, including which  
7 entity received which individual advertising contract and  
8 the amount of the contract.