



Sen. Steve Stadelman

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10400SB0213sam002

LRB104 05543 SPS 24818 a

1 AMENDMENT TO SENATE BILL 213

2 AMENDMENT NO. _____. Amend Senate Bill 213, AS AMENDED,
3 by replacing everything after the enacting clause with the
4 following:

5 "Section 1. Short title. This Act may be cited as the
6 Government Advertising Spending Transparency Act.

7 Section 5. Findings. The General Assembly finds and
8 declares:

9 (a) Illinois benefits from robust local news services that
10 provide trusted and essential information to the community
11 that limits corruption, encourages citizen participation,
12 helps combat misinformation, and mitigates community and
13 individual alienation.

14 (b) Local news in Illinois and throughout the country is
15 struggling with newspaper advertising dropping 82% nationally
16 since 2000, contributing to a 57% drop in the number of

1 reporters at newspapers and thousands of closures.

2 (c) Local news outlets are trusted sources of information
3 for communities throughout Illinois and advertising spending
4 with these outlets carries a substantial benefit for the
5 effective dissemination of important government information to
6 the communities it serves.

7 (d) Government initiatives to increase spending on local
8 news advertising have been manifestly successful in both
9 supporting local news outlets and improving the information
10 diet of communities in several major cities.

11 (e) The public has a right to know where government is
12 spending its advertising dollars and what proportion of those
13 dollars are going to local news outlets in this State.

14 Section 15. Reporting requirements.

15 (a) No later than October 1, 2026, and October 1 of each
16 year thereafter, each State agency or department shall report
17 the amount and distribution of its advertising spending to the
18 General Assembly and post the report on its website.

19 (b) The annual report described in subsection (a) shall
20 include:

21 (1) the overall amount of advertising spending made by
22 the State agency or department;

23 (2) the names of each advertising vendor that received
24 advertising contracts from the State agency or department
25 and the amount of those contracts;

1 (3) the type of entity that received the advertising
2 spending, categorized by media type, including, but not
3 limited to, search platforms, national news outlets,
4 digital platforms, and local news outlets; and

5 (4) the general subject matter of the advertising
6 placement, such as military recruitment, public health, or
7 job training.

8 (c) If a contracted vendor places advertisements on behalf
9 of a State agency or department, the State agency or
10 department shall make a good faith effort to collect from the
11 vendor sufficient information to comply with paragraph (3) of
12 subsection (b)."