

SENATE BILL 737

P1

8lr3734
CF 8lr3159

By: **Senator Robinson**

Introduced and read first time: February 5, 2018

Assigned to: Education, Health, and Environmental Affairs

A BILL ENTITLED

1 AN ACT concerning

2 **State Finance and Procurement – State-Funded Entities – Diversity in**
3 **Advertising**

4 FOR the purpose of requiring a certain State-funded entity to advertise using a range of
5 media sources with target audiences that reflect the racial diversity of the State;
6 defining “State-funded entity”; and generally relating to diversity in advertising by
7 State-funded entities.

8 BY adding to

9 Article – State Finance and Procurement

10 Section 2–108

11 Annotated Code of Maryland

12 (2015 Replacement Volume and 2017 Supplement)

13 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
14 That the Laws of Maryland read as follows:

15 **Article – State Finance and Procurement**

16 **2–108.**

17 **(A) IN THIS SECTION, “STATE-FUNDED ENTITY” MEANS:**

18 **(1) A UNIT OF STATE GOVERNMENT; OR**

19 **(2) AN ENTITY OR ASSOCIATION THAT RECEIVES STATE AID.**

20 **(B) A STATE-FUNDED ENTITY THAT ADVERTISES TO THE GENERAL PUBLIC**
21 **SHALL ADVERTISE USING A RANGE OF MEDIA SOURCES WITH TARGET AUDIENCES**
22 **THAT REFLECT THE RACIAL DIVERSITY OF THE STATE.**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
2 October 1, 2018.