

**Department of Legislative Services**  
Maryland General Assembly  
2018 Session

**FISCAL AND POLICY NOTE**  
**First Reader**

Senate Bill 737 (Senator Robinson)  
Education, Health, and Environmental Affairs

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**State Finance and Procurement - State-Funded Entities - Diversity in Advertising**

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This bill requires a State agency or an entity or association that receives State aid and that advertises to the general public to use a range of media sources with target audiences that reflect the racial diversity of the State.

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**Fiscal Summary**

**State Effect:** State agencies can implement the bill's requirements with existing budgeted resources. No effect on revenues.

**Local Effect:** None.

**Small Business Effect:** Minimal.

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**Analysis**

**Current Law:** There is no State law requiring State agencies or other entities that receive State aid to advertise on a range of media sources.

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**Additional Information**

**Prior Introductions:** None.

**Cross File:** None.

**Information Source(s):** Comptroller's Office; Independent College and University Association; Department of Budget and Management; Department of General Services; Maryland State Lottery and Gaming Control Agency; Department of Legislative Services

**Fiscal Note History:** First Reader - February 18, 2018  
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