SENATE
STATE OF MINNESOTA
NINETY-FOURTH SESSION

S.F. No. 103

(SENATE AUTHORS: DRAZKOWSKI)

DATE	D-PG	OFFICIAL STATUS
01/16/2025	75	Introduction and first reading Referred to State and Local Government

A bill for an act

relating to state government; requiring a notice on state-funded advertising; creating civil personal liability for failure to comply; proposing coding for new law in Minnesota Statutes, chapter 15.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

Section 1. **[15.442] NOTICE ON ADVERTISING.**

Subdivision 1. **Notice required.** An advertisement placed or promotional material distributed by a state agency or constitutional officer that is produced with state funds or is aired or presented on media time or space that is purchased with state funds must prominently contain the message, "Paid for by the hardworking taxpayers of Minnesota." This requirement applies to advertisements placed through any medium, including radio, television, print, websites, or social media. The required message in a radio advertisement must be in audio form. The required message in an advertisement in video form must be presented as text and in audio form. The required message in an advertisement in print media must be prominently displayed as text.

Subd. 2. **Liability for failure to comply.** The commissioner of an agency or a constitutional officer for an office that places an advertisement or distributes promotional material that does not comply with the message requirement in subdivision 1 is personally liable to the state for the cost of producing and placing the advertisement. Penalties paid under this subdivision are deposited into the general fund.