

FIRST REGULAR SESSION

HOUSE BILL NO. 430

98TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE CURTMAN.

1160L.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 37, RSMo, by adding thereto one new section relating to materials produced and disseminated at taxpayer expense.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 37, RSMo, is amended by adding thereto one new section, to be known as section 37.071, to read as follows:

37.071. 1. This section shall be known and may be cited as the "Taxpayer Transparency Act of 2015".

2. As used in this section, the term "mass mailing" means any mailing or distribution of four hundred ninety-nine or more newsletters, pamphlets, or other printed matter with substantially identical content, whether such matter is deposited singly or in bulk, or at the same time or different times. The term shall not include any mailing in direct response to a communication from a person to whom the matter is mailed, or any mailing of a news release to the communications media.

3. Each communication funded by a state department for advertising or educational purposes shall clearly state the following:

(1) In the case of a printed communication, including mass mailings, signs, and billboards, that the communication is printed and published at taxpayer expense;

(2) In the case of a communication transmitted through radio, television, the internet, or any means other than the means referred to in subdivision (1) of this subsection, that the communication is produced and disseminated at taxpayer expense.

4. Any printed communication described in subdivision (1) of subsection 3 of this section shall:

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

18 (1) Be of sufficient type size to be clearly readable by the recipient of the
19 communication;

20 (2) Be contained in a printed box set apart from the other contents of the
21 communication; and

22 (3) Be printed with a reasonable degree of color contrast between the background
23 and the printed statement.

24 5. (1) Any audio communication described in subdivision (2) of subsection 3 of this
25 section shall include an audio statement in a clearly spoken manner indicating that the
26 communication is produced and disseminated at taxpayer expense.

27 (2) Any video communication described in subdivision (2) of subsection 3 of this
28 section shall include a statement indicating that the communication is produced and
29 disseminated at taxpayer expense. Such statement shall:

30 (a) Be conveyed in a clearly spoken manner;

31 (b) Be conveyed by a voice-over or screen view of the person making the statement;
32 and

33 (c) Appear in writing at the end of the communication in a clearly readable manner
34 with a reasonable degree of color contrast between the background and the printed
35 statement, for a period of not less than four seconds.

36 (3) Any email communication described in subdivision (2) of subsection 3 of this
37 section shall:

38 (a) Be of sufficient type size to be clearly readable by the recipient of the
39 communication;

40 (b) Be set apart from the other contents of the communication; and

41 (c) Be displayed with a reasonable degree of color contrast between the background
42 and the printed statement.

43 6. Subsections 3 and 4 of this section shall not apply to the following:

44 (1) Information in or relating to a solicitation for:

45 (a) Offers for a state contract; or

46 (b) Applications or submissions of a bid or proposal for a state grant or other
47 means of funding under a state program;

48 (2) Advertisements for employment opportunities.

49 7. The funds used by a state department to carry out this section shall be derived
50 from amounts made available to the department for advertising or other communications
51 regarding the programs and activities of the department.

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