

113TH CONGRESS
1ST SESSION

H. R. 3308

To require a Federal agency to include language in certain educational and advertising materials indicating that such materials are produced and disseminated at taxpayer expense.

IN THE HOUSE OF REPRESENTATIVES

OCTOBER 22, 2013

Mr. LONG (for himself and Mr. WESTMORELAND) introduced the following bill; which was referred to the Committee on Oversight and Government Reform

A BILL

To require a Federal agency to include language in certain educational and advertising materials indicating that such materials are produced and disseminated at taxpayer expense.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Taxpayer Trans-
5 parency Act of 2013”.

1 **SEC. 2. REQUIREMENTS FOR PRINTED MATERIALS AND AD-**
2 **VERTISEMENTS BY FEDERAL AGENCIES.**

3 (a) IDENTIFICATION OF FUNDING SOURCES.—Each
4 communication funded by a Federal agency for advertising
5 or educational purposes shall clearly state—

6 (1) in the case of a printed communication, in-
7 cluding mass mailings, signs, and billboards, that
8 the communication is printed and published at tax-
9 payer expense; and

10 (2) in the case of a communication transmitted
11 through radio, television, the Internet, or any means
12 other than the means referred to in paragraph (1),
13 that the communication is produced and dissemi-
14 nated at taxpayer expense.

15 (b) ADDITIONAL REQUIREMENTS.—

16 (1) PRINTED COMMUNICATION.—Any printed
17 communication described under paragraph (1) of
18 subsection (a) shall—

19 (A) be of sufficient type size to be clearly
20 readable by the recipient of the communication;

21 (B) be contained in a printed box set apart
22 from the other contents of the communication;
23 and

24 (C) be printed with a reasonable degree of
25 color contrast between the background and the
26 printed statement.

1 (2) RADIO, TELEVISION, AND INTERNET COM-
2 MUNICATION.—

3 (A) AUDIO COMMUNICATION.—Any audio
4 communication described under paragraph (2)
5 of subsection (a) shall include an audio state-
6 ment in a clearly spoken manner indicating that
7 the communication is produced and dissemi-
8 nated at taxpayer expense.

9 (B) VIDEO COMMUNICATION.—Any video
10 communication described under paragraph (2)
11 of subsection (a) shall include a statement indi-
12 cating that the communication is produced and
13 disseminated at taxpayer expense. Such state-
14 ment—

15 (i) shall be conveyed in a clearly spo-
16 ken manner;

17 (ii) shall be conveyed by a voice-over
18 or screen view of the person making the
19 statement; and

20 (iii) shall also appear in writing at the
21 end of the communication in a clearly
22 readable manner with a reasonable degree
23 of color contrast between the background
24 and the printed statement, for a period of
25 at least 4 seconds.

1 (C) E-MAIL COMMUNICATION.—Any e-mail
2 communication described under paragraph (2)
3 of subsection (a) shall—

4 (i) be of sufficient type size to be
5 clearly readable by the recipient of the
6 communication;

7 (ii) be set apart from the other con-
8 tents of the communication; and

9 (iii) be displayed with a reasonable de-
10 gree of color contrast between the back-
11 ground and the printed statement.

12 (c) EXCEPTIONS.—Subsections (a) and (b) do not
13 apply to—

14 (1) information in or relating to a solicitation
15 for offers for a Federal contract; and

16 (2) advertisements for employment opportuni-
17 ties, not including advertising materials developed
18 for use for recruitment and retention of personnel
19 for the Armed Forces.

20 (d) DEFINITIONS.—In this Act:

21 (1) FEDERAL AGENCY.—The term “Federal
22 agency” has the meaning given the term “Executive
23 agency” in section 133 of title 41, United States
24 Code.

1 (2) MASS MAILING.—The term “mass mailing”
2 means any mailing or distribution of 499 or more
3 newsletters, pamphlets, or other printed matter with
4 substantially identical content, whether such matter
5 is deposited singly or in bulk, or at the same time
6 or different times, except that such term does not
7 include any mailing—

8 (A) in direct response to a communication
9 from a person to whom the matter is mailed; or

10 (B) of a news release to the communica-
11 tions media.

12 (e) SOURCE OF FUNDS.—The funds used by a Fed-
13 eral agency to carry out this Act shall be derived from
14 amounts made available to the agency for advertising.

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