

119TH CONGRESS
2D SESSION

S. 4128

To prohibit Cabinet Members and senior executive political appointees from using taxpayer funds to hire political consulting, advertising, and marketing firms, from expediting competitive open bidding processes to contract for official advertisements, and from using official advertisements for self-promotion.

IN THE SENATE OF THE UNITED STATES

MARCH 18, 2026

Ms. ROSEN introduced the following bill; which was read twice and referred to the Committee on Homeland Security and Governmental Affairs

A BILL

To prohibit Cabinet Members and senior executive political appointees from using taxpayer funds to hire political consulting, advertising, and marketing firms, from expediting competitive open bidding processes to contract for official advertisements, and from using official advertisements for self-promotion.

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 “No Self-Promotion
5 with Public Dollars Act”.

1 **SEC. 2. DEFINITIONS.**

2 In this Act:

3 (1) **CABINET MEMBER.**—The term “Cabinet
4 Member” means—

5 (A) an individual serving in a position at
6 level I of the Executive Schedule under section
7 5312 of title 5, United States Code; and

8 (B) any other individual who occupies a
9 position designated by the President as a Cabi-
10 net-level position.

11 (2) **FINANCIAL RELATIONSHIP.**—The term “fi-
12 nancial relationship” means any relationship in
13 which financial compensation is derived directly or
14 indirectly from a pecuniary interest.

15 (3) **OFFICIAL ADVERTISEMENT.**—The term “of-
16 ficial advertisement” means an advertisement spon-
17 sored by the executive branch to communicate any
18 policy priority of a Government entity, including of
19 a Federal agency or department or a presidential ad-
20 ministration.

21 (4) **POLITICAL ADVERTISING AND MARKETING**
22 **FIRM.**—The term “political advertising and mar-
23 keting firm” means a professional business that is
24 eligible for a contract with the Government that is
25 dedicated to the creation and execution of pro-

1 motional materials and marketing for the clients of
2 the business, including the Government.

3 (5) POLITICAL CONSULTING FIRM.—The term
4 “political consulting firm” means a professional
5 services company that is eligible for a contract with
6 the Government to provide advice, feedback, strat-
7 egy, and skills.

8 (6) SENIOR EXECUTIVE POLITICAL AP-
9 POINTEE.—The term “senior executive political ap-
10 pointee” means an individual who is—

11 (A) employed in a position described in
12 sections 5312 through 5316 of title 5, United
13 States Code (relating to the Executive Sched-
14 ule);

15 (B) a limited term appointee, limited emer-
16 gency appointee, or noncareer appointee in the
17 Senior Executive Service, as defined under
18 paragraphs (5), (6), and (7), respectively, of
19 section 3132(a) of title 5, United States Code;
20 or

21 (C) employed in a position of a confidential
22 or policy-determining character under schedule
23 C of subpart C of part 213 of title 5, Code of
24 Federal Regulations, or any successor regula-
25 tion.

1 (7) SPECIAL GOVERNMENT EMPLOYEE.—The
 2 term “special Government employee” means a spe-
 3 cial Government employee, as defined in section
 4 202(a) of title 18, United States Code, who is em-
 5 ployed in the executive branch.

6 **SEC. 3. PROHIBITION ON TAXPAYER-FUNDED POLITICAL**
 7 **CONSULTING FIRMS AND POLITICAL ADVER-**
 8 **TISING AND MARKETING FIRMS.**

9 A Cabinet Member may not use any funds authorized
 10 or appropriated by Federal law to hire a political con-
 11 sulting firm or political advertising and marketing firm
 12 to develop and disseminate any official advertisement re-
 13 lating to the position of the Cabinet Member, the agency
 14 or department of which the Cabinet Member is the head,
 15 or the official duties of the Cabinet Member if—

16 (1) the Cabinet Member is an officer or em-
 17 ployee of the political consulting firm or political ad-
 18 vertising and marketing firm;

19 (2) the Cabinet Member has a financial rela-
 20 tionship with the political consulting firm or political
 21 advertising and marketing firm; or

22 (3) any senior executive political appointee or
 23 special Government employee who reports to the
 24 Cabinet Member or who is employed by the agency
 25 or department of which the Cabinet Member is the

1 head has a financial relationship with the political
2 consulting firm or political advertising and mar-
3 keting firm.

4 **SEC. 4. PROHIBITION ON EXPEDITING OPEN BIDDING FOR**
5 **OFFICIAL ADVERTISEMENTS.**

6 Except as otherwise provided by existing Federal law,
7 a Cabinet Member shall, when entering into a contract for
8 an official advertisement, comply with all applicable re-
9 quirements related to the full and open competitive proce-
10 dures required under chapter 33 of title 41, United States
11 Code, and part 6 of the Federal Acquisition Regulation.

12 **SEC. 5. PROHIBITION ON SELF-PROMOTION THROUGH OF-**
13 **FICIAL ADVERTISEMENTS.**

14 A Cabinet Member may not use any official advertise-
15 ment for the primary purpose of self-promotion.

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