

ASSEMBLY, No. 3216

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED FEBRUARY 25, 2020

Sponsored by:

Assemblyman RONALD S. DANCER

District 12 (Burlington, Middlesex, Monmouth and Ocean)

SYNOPSIS

Allows Dept. of Agriculture to sell Internet advertisements on its website as pilot program.

CURRENT VERSION OF TEXT

As introduced.



1 **AN ACT** allowing the Department of Agriculture to sell Internet
2 advertisements on the department's website as a pilot program.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. The Legislature finds that State government websites
8 provide timely and useful information to the public about State
9 programs and services, and that these websites are informative in
10 nature and do not serve as a public forum or a limited public forum
11 for the discussion or exchange of ideas. The Legislature further
12 finds that allowing the Department of Agriculture to sell Internet
13 advertisements for display on its website could provide a new
14 source of revenue for the department. The Legislature therefore
15 declares that it is appropriate and in the public interest to allow the
16 Department of Agriculture to establish a pilot program to sell
17 Internet advertisements for display on its website, provided that the
18 advertisements are consistent with the business mission and purpose
19 of the department as well as any Internet advertisement guidelines
20 adopted by the department.

21
22 2. a. Beginning 90 days following the date of enactment of this
23 act, the Department of Agriculture shall establish a three-year pilot
24 program of selling Internet advertisements for display on the
25 department's website. The website shall include a disclaimer
26 indicating that the inclusion of Internet advertisements does not
27 imply endorsement by the department or the State.

28 b. Within 90 days after conclusion of the pilot program, the
29 department shall submit a report to the Governor and the
30 Legislature pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1)
31 that evaluates the effectiveness of the pilot program. The report
32 shall include a detailed summary of both the expenditures made and
33 the revenues produced under the program, as well as
34 recommendations concerning whether to continue the program.

35 c. As used in this act, "Internet advertisement" means specific
36 advertising methods on the Internet, including display or banner
37 advertisements, sponsorships, and business listings where goods or
38 services may be purchased online.

39
40 3. Prior to selling Internet advertisements, the Department of
41 Agriculture shall develop policy, style, and content guidelines for
42 Internet advertisements that ensure that the subject matter of any
43 Internet advertisement displayed by the department directly relates
44 to the business mission and purpose of the department. The
45 Secretary of Agriculture, to the maximum extent practicable, shall
46 enter into contracts for Internet advertisements with businesses
47 based in this State, unless the secretary determines it to be
48 inconsistent with the public interest.

A3216 DANCER

4

1 the Legislature evaluating the effectiveness of the program,
2 including a summary of expenditures and revenues under the
3 program, together with recommendations concerning whether to
4 continue the program.

5 The purpose of this bill is to create an additional funding source
6 for advertising, promotional, and quality grading program activities
7 under the Jersey Fresh Program.