



Highlights this week include a letter to the California AG asking for delay in CCPA enforcement and the passage of the first ever digital ad tax in the United States.

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News of Interest

- [Coronavirus Forces Bureau To Suspend Census Field Operations Until April 1](#), *NPR*, March 18, 2020
- [France Fines Apple \\$1.2 Billion for Antitrust Issues](#), *New York Times*, March 16, 2020
- [Senate moving at 'warp speed' on \\$1T stimulus with \\$500B in checks to Americans](#), *ABC*

News, March 19, 2020

Word on the Street

- From our friends at Reed Smith: [Coronavirus \(COVID-19\) Resource Center \(Need-To-Know Business & Legal Issues\)](#)

Upcoming ANA Events

- [Government Relations Committee Meeting](#) – **POSTPONED** (Originally Scheduled for March 23)
- [Privacy for America National Privacy Summit and Fly-In](#) – **POSTPONED** (Originally Scheduled for March 24)
- Webinar by Group EVP Dan Jaffe: [Issues to Watch for in Washington & the States](#) - Friday, March 27 at 1PM ET

Federal Affairs

[ANA to Host Call on FTC Endorsement Guidelines on Tuesday](#)

As part of the Federal Trade Commission's (FTC) systematic review of its regulations and guides, the FTC published a Request for Comment on February 21, 2020 regarding the Guides Concerning the Use of Endorsements and Testimonials in Advertising ("Guides"). ANA intends to file in response to the request.

Comments from the public are due on April 21, 2020. Accordingly, we seek from you any input or general comments about the utility, burdens, costs, benefits, or other aspects of the Guides that you might have.

Also, we will be hosting a conference call to discuss your thoughts and concerns on March 24, 2020 at 2:00 pm EDT. For more information or to RSVP, please reach out to David Buzby at dbuzby@ana.net.

State Affairs

[ANA and Other Groups Urge CA AG to Delay CCPA Enforcement](#)

Earlier this week, the ANA and over 30 other major California and National groups, urged the California Attorney General to delay the enforcement of the CCPA. This is due to the lack of finalized regulations from the California AG and the numerous issues associated with the COVID-19 pandemic.

Group EVP Dan Jaffe penned a [blog post](#) regarding this topic on Wednesday. To read the full letter please click [here](#).

[MD Passes Digital Ad Tax, ANA Asks Governor to Veto](#)

This week the Maryland Legislature passed a first-in-the-nation digital ad tax. The digital ad tax is very extensive and covers a wide range of digital advertising. It would impose a tax on the annual gross revenue of digital advertising determined to be provided in the state.

The bill is violative of the federal Permanent Internet Tax Freedom Act (47 U.S.C. 151, note) and has other constitutional concerns.

ANA sent several letters to the Maryland Legislature urging them to reject this tax. Following its passage ANA sent a [letter](#) to Governor Larry Hogan asking him to veto this counterproductive proposal.

ANA is asking its members to sign onto a [group letter](#) in opposition to this bill. The cutoff for signatories is next Thursday, March 26th at 12:30 PM EDT. Please contact Travis Frazier (tfrazier@ana.net) if you are interested in signing onto the letter.

ANA Among Groups Submitting Letter in Opposition to NY Digital Ad Tax

ANA, as a member of The Advertising Coalition (TAC) submitted a [letter](#) to the leadership of the New York Assembly in opposition to [S. 8056](#). This bill, if passed, would establish a tax on “annual gross revenues from digital advertising services in New York state, before deduction of any expenses or taxes.”

The bill is sponsored by Deputy Majority Leader Sen. Mike Gianaris who led the fight against placement of an Amazon Headquarters in New York. The bill currently sits in the Senate Budget and Revenue Committee.

Coronavirus Pandemic Effects State Legislatures Nationwide

The coronavirus (COVID-19) pandemic has altered many state legislatures schedules. Please note that this situation is very fluid, and these are subject to change at any time.

- Arkansas will not meet until 4/7 and will consider only budget bills.
- The California Senate cancelled all hearings for the week of 3/16 and the Assembly is cancelling at the Chair's discretion.
- Colorado will adjourn for two weeks.
- Connecticut legislature has been suspended for two weeks (starting 3/13)
- Delaware resumption of session postponed until at least 3/24.
- Hawaii will be suspended for 8 weeks starting today.
- Illinois is suspended on a week-to-week basis.
- Kentucky's session was postponed.
- Louisiana is suspended until 3/31.
- Maryland adjourned Sine Die on Wednesday
- Michigan is meeting on an as-needed basis.
- Minnesota will be meeting only on an “on call” basis until 4/16
- Missouri will not be meeting until 4/1.
- Nebraska is suspended until further notice.
- New Hampshire is suspended for at least the next two weeks.
- Ohio has cancelled hearings and are asking staff to work from home until at least 4/4.
- Tennessee will be limiting legislative access only to members, staff, and media; all committee meetings will be live-streamed.
- Vermont is suspended until 3/24.

State Legislative Weekly Tracker

Click [here](#) for a summary report of this week's legislative activity in the states.

Contact Us

If you have questions on any of the issues mentioned in the ADviser, please feel free to contact ANA's Government Relations team in Washington, D.C.:

- Dan Jaffe, Group Executive Vice President, Government Relations (djaffe@ana.net)
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- David Buzby, Senior Director, Government Relations (dbuzby@ana.net)
- Meghan Salome, Director, Government Relations (msalome@ana.net)
- Travis Frazier, Coordinator, Government Relations (tfrazier@ana.net)

You can also reach the D.C. office at any time at 202.296.1883

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