

A weekly roundup from ANA's Government Relations team

April 17, 2020



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News of Interest

- [ANA Urges Reversal of Michigan's COVID-Related Ad Ban](#), *Multichannel*, April 10, 2020
- [AD INDUSTRY BODIES URGE MICHIGAN GOVERNOR TO RECANT BAN ON ADVERTISING NONESSENTIAL ITEMS](#), *Ad Age*, April 16, 2020
- [U.S. now has 22 million unemployed, wiping out a decade of job gains](#), *Washington Post*, April 16, 2020
- [Knocked Off Track by Coronavirus, Census Announces Delay in 2020 Count](#), *New York Times*, April 13, 2020
- [Joe Biden's views on tech](#), *CNET*, April 12, 2020

Word on the Street

- Did you know? On this day in 1964 ANA member Ford Motor Company introduced the [Ford Mustang](#) for the first time. The car had a suggested retail price of \$2,368 and reached a million sales in the first 18 months of production.

Save the Date

- [Legal Affairs Committee Meeting](#) – May 13, 2020 (Virtual)
- [ANA/BAA Advertising and Marketing Law Conference](#) – November 11 – 13, 2020 in Chicago

Federal Affairs

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State Affairs

Digital Ad Tax Introduced in New York Senate

[S. 8166](#) has been introduced in the New York Senate. If passed, the bill would expand the sales tax base to include receipts from the sale of digital advertising service and dedicate any generated revenue to student debt relief.

The bill includes a very broad definition of “digital advertising services,” which is nearly identical to the definition found in the Maryland digital ad tax bill which has already been passed by the Maryland General Assembly. ANA and 25 other groups sent a letter to the Governor of Maryland calling on him to veto the Maryland bill.

San Francisco Introduces Revised Mandated Sweetened Beverage Warning

The City of San Francisco Board of Supervisors has introduced an [amended ordinance](#) that would require beverage companies to include a warning label covering 10% (down from 20%) of the packaging and saying the following: “SAN FRANCISCO GOVERNMENT WARNING: Drinking beverages with added sugar(s) can cause weight gain, which increases the risk of obesity and type 2 diabetes.”

The mandated warning otherwise closely resembles the ordinance which was struck down unanimously by the 9th U.S. Circuit Court of Appeals in 2019. The Court stated in 2019 that the mandated warning represented an unconstitutional infringement on commercial speech. ANA had filed “friend of the court” briefs supporting the constitutional challenge in both the District Court and the Court of Appeals.

California Attorney General Outlines Data Privacy Standards During COVID-19 Outbreak

On April 10, 2020, California Attorney General Xavier Becerra issued a [press release](#) outlining consumers’ data privacy rights, pursuant to the California Consumer Privacy Act (CCPA), during the COVID-19 pandemic. The press release noted that websites that collect and sell personal information should have a “Do Not Sell My Information” link that a consumer can click to opt-out of the collection of personal information.

He also noted that consumers have rights to: (1) request deletion of personal data; and (2) disclosures of what personal information has been collected, used, shared, or sold. The press release also included “tips” for children’s privacy, video-conference safety, and network security during an uptick of Internet usage

State Legislative Weekly Tracker

Click [here](#) for a summary report of this week’s legislative activity in the states. To schedule a tutorial provided by a member of the team at Leonine Focus please contact Travis Frazier (tfrazier@ana.net).

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, Associate Manager, Government Relations (tfrazier@ana.net)

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

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