

JOHN A. LAWRENCE
STATE REPRESENTATIVE
13TH LEGISLATIVE DISTRICT



HOUSE OF REPRESENTATIVES
COMMONWEALTH OF PENNSYLVANIA
HARRISBURG

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Robin L. Wiessmann
Department of Banking and Securities
Market Square Plaza
17 N. Second Street, Suite 1300
Harrisburg, PA 17101

November 30, 2016

Dear Secretary Wiessmann –

I trust all is well.

Earlier this morning, I heard a brief advertisement/sponsorship for the Department of Banking and Securities on WHY radio. The advertisement mentioned it was paid for with Pennsylvania taxpayer dollars in accordance with recently passed legislation.

Could you advise on the cost and duration of this sponsorship? Is the Department engaged in, or contemplating, similar advertising campaigns on other public radio or television stations? What are the goals of this advertising campaign – is it an overall public awareness of the department, or is there a more specific metric being utilized to evaluate the successfulness of this campaign?

I appreciate your review of this matter, and look forward to hearing from you regarding these advertisements. Thank you for your continued service to the people of Pennsylvania.

Kind Regards,

A handwritten signature in blue ink, appearing to read "John Lawrence".

John Lawrence
State Representative
Commonwealth of Pennsylvania

cc: The Honorable Stan Saylor, Majority Chairman-Elect House Appropriations Committee
The Honorable Daryl Metcalfe, Majority Chairman State Government Committee
Mrs. Jennifer Weeter, Republican Executive Director, House Commerce Committee