

MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIRST LEGISLATURE

Legislative Document

No. 867

S. P. 294

In Senate, January 30, 1963

Referred to Committee on Industrial and Recreational Development. Sent down for concurrence and ordered printed.

CHESTER T. WINSLOW, Secretary.

Presented by Senator Lovell of York.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SIXTY-THREE

RESOLVE, Appropriating Money for an Additional Public Relations Representative, Department of Economic Development.

Appropriation for an additional public relations representative. Resolved: That there is appropriated from the Unappropriated Surplus of the General Fund the sum of \$5,811 for the fiscal year ending June 30, 1964 and the sum of \$6,211.50 for the fiscal year ending June 30, 1965 for adding an additional public relations representative to the staff of the Publicity and Public Relations Division of the Department of Economic Development.

STATEMENT OF FACTS

This employee would be assigned to special promotions which the present staff is unable to accomplish because of the pressure of other duties. His activities would include such programs as the promotion of cooperative advertising; use of Maine trademark in national advertising by Maine firms; promoting use of slogan "Made in Maine" on all out-of-state merchandise shipments; in-state "Courtesy Campaigns" such as the "Hi-Friend! Welcome to Maine" bumper sticker campaign; promotion of Maine at out-of-state events such as conventions, trade shows and sporting events.