

MAINE STATE LEGISLATURE

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(Filing No. H-468)

STATE OF MAINE
HOUSE OF REPRESENTATIVES
108TH LEGISLATURE
FIRST REGULAR SESSION

COMMITTEE AMENDMENT "A " to H.P. 440, L.D. 547, Bill, "AN ACT to Prohibit State Officials from Appearing on Media Advertising Funded by the State."

Amend the Bill in that part designated "§18." in subsection 1 by striking out all of paragraph A and inserting in its place the following:

'A. "Advertisement" shall mean any public announcement in any television broadcast, radio broadcast, newspaper, magazine, catalog, circular, sign, billboard or other printed material.'

Further amend the Bill in that part designated "§18." in subsection 2 in the first line (same in L.D.) by striking out underlined
the/words "or official"

Further amend the Bill in that part designated "§18." by inserting after subsection/²and before the statement of fact the following:

'3. Exceptions to prohibition. The provisions of this section shall not prohibit the head of an agency from:

- A. Appearing or being quoted in any newsletter prepared and circulated by or for the agency, as long as the purpose of this newsletter is to inform interested persons about the activities or issues related to the activities of the agency; or
- B. Appearing or being heard or quoted in any advertisement as required by federal/^{or State} law or rule.'

Statement of Fact

The purposes of this amendment include the following:

1. To tighten up the definition of "advertisement;"
2. To modify the prohibition against appearing in advertisements to apply to heads of agencies and not to other officials of agencies; and
3. To provide that this prohibition does not apply to heads of agencies who appear in agency newsletters or who appear in advertisements pursuant to federal/^{or State} requirements.

Reported by the Minority of the Committee on State Government.

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