MAINE STATE LEGISLATURE

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-SEVEN

AN ACT to Prohibit State Officials From Appearing on Media Advertising Funded by the State.

Be it enacted by the People of the State of Maine, as follows:

5 MRSA § 18 is enacted to read:

§ 18. Appearance in advertisements

1. Definitions. As used in this section, the following words shall have the following meanings.

A. "Advertisement" shall mean any public announcement of whatever kind or character, including any notice or announcement in any television broadcast, radio broadcast, newspaper, magazine, catalog, circular, sign, billboard or other printed material.

B. "Agency" shall mean any state department; any bureau, division or other major subdivision of or advisory body to a state department; or any state or quasi-independent agency, office, board, commission, authority or institution.

C. "State funds" shall mean any amount of money appropriated to or received by any agency, as defined in paragraph B.

2. Prohibition. No head or official of any agency shall appear or be heard or quoted in any advertisement paid for with any state funds.

STATEMENT OF FACT

This bill prohibits state officials from appearing in advertisements paid for by the state. The prohibition does not apply to any officials who appear in free public service advertisements or announcements.