

MAINE STATE LEGISLATURE

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ONE HUNDRED AND EIGHTH LEGISLATURE

Legislative Document

No. 547

H. P. 440 House of Representatives, February 17, 1977
On motion of Mr. Curran of South Portland, referred to Committee on State Government. Sent up for concurrence and ordered printed.

EDWIN H. PERT, Clerk

Presented by Mr. Bustin of Augusta.

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.