

MAINE STATE LEGISLATURE

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E I G H T Y - S I X T H L E G I S L A T U R E

Legislative Document

No. 565

H. P. 1143

House of Representatives, Feb. 8, 1933.

Referred to Committee on Maine Publicity and 500 additional copies ordered printed. Sent up for concurrence.

HARVEY R. PEASE, Clerk.

Presented by Mr. Wentworth of Kennebunk.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED THIRTY-THREE

AN ACT Relating to Publicity.

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

Sec. 1. Board of trustees. There is hereby created and established a board of 8 trustees which shall be known as "state publicity trustees." Said board shall be constituted as follows: the governor, the secretary of agriculture, the commissioner of inland fisheries and game, who shall each hold office during their respective terms of office; also 1 representative of the Maine publicity bureau, 1 representative of the associated industries of Maine, 1 outstanding member of the newspaper profession in Maine, the chairman of the Maine development commission at the time this act goes into effect, and 1 outstanding member of the political party casting the next largest number of votes in the last presidential election in this state, each to be appointed by the governor for a term of 2 years.

The governor shall be the president of the trustees, and there shall be a vice president and a secretary, who shall be elected by the trustees from their number.

The trustees may receive actual expenses when on official business, but shall receive no other compensation, except the secretary, who may be granted a salary of \$100 per year.

The trustees shall organize immediately after this act goes into effect, and may adopt a suitable code of by-laws.

Sec. 2. Advertising. The trustees shall arrange for and supervise the expenditure of all moneys appropriated for advertising and setting forth the resources, enterprises and facilities of the state, as provided in this act, and shall have authority to execute contracts for the same.

Sec. 3. Appropriation. To carry out the provisions of this act, there is hereby appropriated the sum of \$50,000 for each of the years 1933 and 1934, not less than \$42,000 of which shall be used exclusively for newspaper, magazine, or radio advertising, and for the preparation, printing and dissemination of booklets and other similar publicity matter, including the actual cost of correspondence and the furnishing of information incidental thereto, with the object of increasing the agricultural, industrial, and recreational activities and attractions of the state.

Sec. 4. Distribution of publicity matter. The trustees may enter into a contract with some suitable party for the distribution of all booklets and publicity matter, including freight, express, and postage charges on the same, and for furnishing information and attending to all correspondence incidental to the purposes of this act, the cost of which shall be the actual amount expended for the same, to be paid only on vouchers approved by the trustees and the state controller.

Sec. 5. Other publicity. Four thousand dollars shall be set aside for such other publicity as the trustees may deem advisable and for general expenses.

Sec. 6. Unexpended balances. All unexpended balances remaining at the end of any fiscal year, shall be carried over to the fund herein appropriated to be expended in the succeeding year for the purposes provided in this act.

Sec. 7. Trustees successor to Maine development commission. Said board of trustees, when appointed and qualified, shall take over the affairs of the present Maine development commission, including all its office records, accounts and existing contracts to which the state is a party, and shall succeed to and possess the powers and duties of said commission subject to the limitations of this act.