

26 **SECTION 5.** It is the intention of the Legislature that the
27 agency's budget request for Fiscal Year 2008 shall be submitted to
28 the Joint Legislative Budget Committee in a format and level of
29 detail comparable to the format and level of detail provided
30 during the Fiscal Year 2007 budget request process.

31 **SECTION 6.** It is the intention of the Legislature that
32 whenever two (2) or more bids are received by this agency for the
33 purchase of commodities or equipment, and whenever all things
34 stated in such received bids are equal with respect to price,
35 quality and service, the Mississippi Industries for the Blind
36 shall be given preference. A similar preference shall be given to
37 the Mississippi Industries for the Blind whenever purchases are
38 made without competitive bids.

39 **SECTION 7.** It is legislative intent to ensure beneficial
40 information reaches as many Mississippians as possible. Further,
41 it is legislative intent that the expenditure of public funds for
42 this purpose be accomplished in an efficient and effective manner.

43 Therefore, state agencies as standard procedure, will observe
44 the following criteria:

45 (1) Develop goals and desired result for a campaign.

46 (2) Evaluate effectiveness through respected advertising
47 standards, including market reach and cost effectiveness.

48 (3) Seek public service announcements, which would be aired
49 by media without cost.

50 (4) Itemize and justify professional assistance and related
51 expenses for creative and production costs outside of the actual
52 media expenditures.

53 (5) Utilize Mississippi owned media companies when feasible.

54 **SECTION 8.** Of the funds appropriated in Sections 1 and 2, an
55 amount of Three Hundred Fifty-five Thousand One Hundred Eighty
56 Dollars (\$355,180.00) shall be used for The Mississippi Natural
57 Products Association, Inc.

58 **SECTION 9.** The money herein appropriated shall be paid by
59 the State Treasurer out of any money in the State Treasury to the
60 credit of the proper fund or funds as set forth in this act, upon
61 warrants issued by the State Fiscal Officer; and the State Fiscal
62 Officer shall issue his warrants upon requisitions signed by the
63 proper person, officer or officers in the manner provided by law.

64 **SECTION 10.** This act shall take effect and be in force from
65 and after July 1, 2006.

CONFEREES FOR THE SENATE

X (SIGNED)
Gordon

X (SIGNED)
Chaney

X (SIGNED)
Moffatt

CONFEREES FOR THE HOUSE

X (SIGNED)
Stringer

X (SIGNED)
Eaton

X (SIGNED)
Gibbs