

By: Senator(s) Gordon, Little, Jackson
(32nd), Harden, Hyde-Smith, Posey, Walls

To: Appropriations

SENATE BILL NO. 3138

1 AN ACT MAKING AN APPROPRIATION OF SPECIAL FUNDS IN THE STATE
2 TREASURY FOR THE SUPPORT AND MAINTENANCE OF THE MISSISSIPPI EGG
3 MARKETING BOARD, FOR FISCAL YEAR 2008.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

5 SECTION 1. The following sum of money, or so much thereof as
6 may be necessary, is hereby appropriated, out of any money in the
7 Special Fund in the State Treasury to the credit of the
8 Mississippi Egg Marketing Board, to defray the expenses of said
9 board for the fiscal year beginning July 1, 2007, and ending
10 June 30, 2008..... \$ 74,805.00.

11 SECTION 2. It is the intention of the Legislature that
12 whenever two (2) or more bids are received by this agency for the
13 purchase of commodities or equipment, and whenever all things
14 stated in such received bids are equal with respect to price,
15 quality and service, the Mississippi Industries for the Blind
16 shall be given preference. A similar preference shall be given to
17 the Mississippi Industries for the Blind whenever purchases are
18 made without competitive bids.

19 SECTION 3. It is legislative intent to ensure beneficial
20 information reaches as many Mississippians as possible. Further,
21 it is legislative intent that the expenditure of public funds for
22 this purpose be accomplished in an efficient and effective manner.

23 Therefore, state agencies as standard procedure, will observe
24 the following criteria:

- 25 (1) Develop goals and desired result for a campaign.
- 26 (2) Evaluate effectiveness through respected advertising
27 standards, including market reach and cost effectiveness.

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

30 (4) Itemize and justify professional assistance and related
31 expenses for creative and production costs outside of the actual
32 media expenditures.

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

34 **SECTION 4.** The money herein appropriated shall be paid by
35 the State Treasurer out of any money in the State Treasury to the
36 credit of the proper fund or funds as set forth in this act, upon
37 warrants issued by the State Fiscal Officer; and the State Fiscal
38 Officer shall issue his warrants upon requisitions signed by the
39 proper person, officer or officers in the manner provided by law.

40 **SECTION 5.** This act shall take effect and be in force from
41 and after July 1, 2007.