

House Amendments to Senate Bill No. 3030

TO THE SECRETARY OF THE SENATE:

THIS IS TO INFORM YOU THAT THE HOUSE HAS ADOPTED THE AMENDMENTS SET OUT BELOW:

AMENDMENT NO. 1

Amend by striking all after the enacting clause and inserting in lieu thereof the following:

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, 2006, and ending
10 June 30, 2007..... \$ 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.** All expenditures of funds appropriated by this
20 act for the purposes of advertising through the media shall comply
21 with the provisions of this section. All notices, advertisements,
22 or announcements designed to accomplish distribution of vital
23 information paid for wholly or in part through funds appropriated
24 by this act and distributed through the media shall be placed
25 according to a formula based upon the following criteria:

26 (a) Outlets of the Mississippi Public Broadcasting
27 System shall receive twenty percent (20%) of all expenditures
28 allotted for any advertising campaign undertaken by the agency to
29 which funds are appropriated by this act. All distribution of
30 information undertaken by the Mississippi Broadcasting System

31 under these requirements shall conform to the accepted standards
32 of information distribution common to public media.

33 (b) Media outlets, other than outlets of the
34 Mississippi Public Broadcasting System, shall receive placement of
35 such notices through the following method of distribution and
36 based upon commonly accepted boundaries of distribution:

37 (i) Newspapers. Newspapers demonstrating
38 established market reach through verifiable and auditable
39 circulation numbers shall receive twenty-five percent (25%) of all
40 expenditures allotted for distribution of vital information, and
41 such expenditures to the individual newspapers shall be determined
42 and prorated based upon the verifiable and auditable share of
43 total circulation within the individual counties. This
44 requirement does not replace the requirements and systems
45 currently in place regarding legal notices in the newspapers.

46 (ii) Radio. Radio stations demonstrating
47 established market reach through verifiable and auditable market
48 share information as recorded through reputable and established
49 rating services shall receive twenty percent (20%) of all
50 expenditures allotted for such distribution of vital information,
51 and such expenditures to the individual stations shall be
52 determined and prorated based upon the verifiable and auditable
53 share of total market reach within the individual counties.

54 (iii) Television. Television stations and
55 television cable outlets demonstrating established market reach
56 through verifiable and auditable market share information as
57 recorded through reputable and established rating services shall
58 receive twenty percent (20%) of all expenditures allotted for such
59 distribution of vital information, and such expenditures to the
60 individual stations shall be determined and prorated based upon
61 the verifiable and auditable share of total market reach within
62 the individual demonstrated market reach area of the station or
63 cable outlet.

64 (iv) Magazines. Magazines demonstrating
65 established market reach through verifiable and auditable

66 circulation numbers shall receive ten percent (10%) of all
67 expenditures allotted for such distribution of vital information,
68 and such expenditures to the individual magazines shall be
69 determined and prorated based upon the verifiable and auditable
70 circulation numbers within the counties. If no magazine exists
71 which meets the criteria stated above, the portion of those funds
72 so allotted shall be distributed among the other media outlets
73 equally.

74 (v) Electronic media. Electronic media
75 demonstrating established market reach through verifiable and
76 auditable circulation numbers shall receive five percent (5%) of
77 all expenditures allotted for such distribution of vital
78 information, and such expenditures to the individual electronic
79 media outlets shall be determined and prorated based upon the
80 verifiable and auditable circulation numbers within the counties.
81 If no electronic media exists which meets the criteria stated
82 above, the portion of those funds so allotted shall be distributed
83 equally among the other media outlets.

84 Provisions of this section do not apply to the placement of
85 advertisements in national media outlets to recruit economic
86 development or to promote tourism in the state.

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

93 **SECTION 5.** This act shall take effect and be in force from
94 and after July 1, 2006.

**Further, amend by striking the title in its entirety and
inserting in lieu thereof the following:**

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 2007.

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Don Richardson
Clerk of the House of Representatives