



## A Proclamation

His Excellency Governor Deval L. Patrick

**Whereas** The Commonwealth of Massachusetts is home to some of the oldest, largest and most innovative media organizations and outlets in the country; and

**Whereas** Boston is among the top five advertising markets in the country and has the seventh-largest TV market; and

**Whereas** The marketing & communications sector has a direct effect of \$16.3 billion on the Massachusetts GRP, and indirectly contributes 11.5% of the Commonwealth's GRP; and

**Whereas** The advertising and media community diligently pursues its mission of being an advocate for the profession, an educator and developer of resources as well as a positive leader so that those industries will continue to thrive, progress and prosper; and

**Whereas** The sector is directly responsible for over 143,000 jobs in the Commonwealth, equal to 4.4% of total jobs; and

**Whereas** The Commonwealth recognizes the power of traditional, social, digital and emerging media as it transforms culture, entertainment, business, government and communications,

**Now, Therefore, I, Deval L. Patrick,** Governor of the Commonwealth of Massachusetts, do hereby proclaim September 19<sup>th</sup>, 2013, to be,

## MEDIA INNOVATION DAY

And urge all the citizens of the Commonwealth to take cognizance of this event and participate fittingly in its observance.

Given at the Executive Chamber in Boston, **this Nineteenth day of September**, in the year two thousand and thirteen, and of the Independence of the United States of America, the two hundred and thirty-seventh.

**By His Excellency**

DEVAL L. PATRICK  
GOVERNOR OF THE COMMONWEALTH

WILLIAM FRANCIS GALVIN  
SECRETARY OF THE COMMONWEALTH

**God Save the Commonwealth of Massachusetts**