

# Commonwealth of Massachusetts



## A Proclamation

His Excellency Governor Deval L. Patrick

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

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

**W**hereas 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

**W**hereas 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

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

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

**N**ow, 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**