

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE RESOLUTION

No. 120

Session of
1979

INTRODUCED BY REED, PICCOLA, MANMILLER, JONES, STEWART,
KOWALYSHYN, BROWN, KUKOVICH, COHEN AND RITTER, JULY 11, 1979

REFERRED TO COMMITTEE ON RULES, JULY 11, 1979

In the House of Representatives, July 11, 1979

1 WHEREAS, Since June 2, 1969, the radio series "This Is
2 Pennsylvania" has presented on over 100 AM and FM radio stations
3 Statewide nearly 2,500 new, updated promotional messages about
4 Pennsylvania history, people, places, interesting facts and
5 tourist attractions; and

6 WHEREAS, Inaugurated under Governor Raymond P. Shafer and
7 continued by Governor Milton J. Shapp, the program has been
8 nonpolitical and widely acclaimed. It has won the George
9 Washington Gold Medal of the Freedoms Foundation for best radio
10 program by any governmental agency. It has coined the slogan
11 "It's a Beautiful Day in Pennsylvania," now a familiar beginning
12 phrase in the series to hundreds of thousands of listeners.
13 Supported by the Pennsylvania Broadcasters' Association whose
14 members have donated free air time for its broadcast, the series
15 nets the Commonwealth of Pennsylvania over \$500,000 in free air
16 time annually; and

17 WHEREAS, The Commonwealth of Pennsylvania's Department of

1 Commerce, under whose budget the series began, is responsible
2 for the upgrading of major efforts to promote tourism in
3 Pennsylvania and to provide educational means for visitors and
4 residents to better understand Pennsylvania's culture, history
5 and heritage. The "This Is Pennsylvania" series clearly fits
6 into these goals and constitutes an already established vehicle
7 for delivery of this information just as it has been doing since
8 1969; and

9 WHEREAS, This ten-year series ended June 22, 1979 because the
10 \$45,000 cost for its production, distribution, research and
11 recording was not accepted by the Department of Commerce. Since
12 its inception, the series' budget was transferred for a period
13 of time to the Department of Revenue who, in 1979, determined it
14 not to be an appropriate expenditure of that department, thus
15 necessitating that the Department of Commerce resume the
16 financing of the series or else the series would end. The
17 Department of Commerce has failed to undertake the series and it
18 therefore has ceased to be aired on stations across the State;
19 therefore be it

20 RESOLVED, That the House of Representatives, interested in
21 the added economic advantage tourist promotion has for
22 Pennsylvania, and interested too in the additional appreciation
23 and understanding of visitors and residents of the State about
24 Pennsylvania history, culture and heritage, recommends to the
25 Department of Commerce the resumption of the "This Is
26 Pennsylvania" series as rapidly as possible so that the more
27 than half million in free air time donated to the Commonwealth
28 might be rescheduled and that the series would continue to
29 fulfill its worthwhile purposes which bring benefit to the
30 Commonwealth; and be it further

1 RESOLVED, That a copy of this resolution be sent to the
2 Governor and the Secretary of the Department of Commerce.