

SENATE JOINT RESOLUTION 4

Introduced by Kennedy

12/28      Introduced  
1/02      Referred to Public Health, Welfare & Safety  
1/04      First Reading  
1/13      Hearing  
1/18      Committee Report--Bill Not Passed  
1/18      Adverse Committee Report Adopted  
1/19      Reconsidered Adoption of Adverse Committee  
              Report and Placed Bill on 2nd Reading  
              on January 21  
1/21      2nd Reading Do Pass as Amended Failed  
1/22      2nd Reading Passed as Amended  
1/23      3rd Reading Failed  
1/25      Reconsidered Previous Action  
1/26      On Motion Placed Bill on 3rd Reading on  
              January 27  
1/27      3rd Reading Failed

## 1                   SENATE JOINT RESOLUTION NO. 4

2                   INTRODUCED BY KENNEDY

3  
4   A JOINT RESOLUTION OF THE SENATE AND THE HOUSE OF  
5   REPRESENTATIVES OF THE STATE OF MONTANA URGING CONGRESS AND  
6   THE FEDERAL COMMUNICATIONS COMMISSION TO PROHIBIT  
7   ADVERTISING OF ALCOHOLIC BEVERAGES IN INTERSTATE  
8   ADVERTISING.9  
10      WHEREAS, advertisement of alcoholic beverages in the  
11   national news media extols the benefits of consuming alcohol  
12   and glorifies the lifestyle of persons who consume alcohol;  
13   and14      WHEREAS, there are many adverse consequences and social  
15   costs of alcohol consumption, including alcoholism, divorce,  
16   crime, and deaths and injuries from automobile accidents on  
17   the nation's and Montana's highways; and18      WHEREAS, the advertising of alcoholic beverages may  
19   contribute to consumption and the resulting adverse  
20   consequences and social costs; and21      WHEREAS, the United States Congress and the Federal  
22   Communications Commission have the power to regulate the  
23   interstate advertising of alcoholic beverages by the  
24   national news media; and

25      WHEREAS, the banning of alcoholic beverage advertising

1    by federal law or rule, or both, may decrease the demand for  
2    alcohol and thereby decrease the alcohol-related social  
3    costs, including the deaths and injuries on our highways.4  
5    NOW, THEREFORE, BE IT RESOLVED BY THE SENATE AND THE HOUSE  
6    OF REPRESENTATIVES OF THE STATE OF MONTANA:7      That the United States Congress and the Federal  
8    Communications Commission be requested to exercise their  
9    powers to regulate advertising in interstate commerce to  
10   prohibit by statute or regulation, or both, the advertising  
11   of alcoholic beverages in interstate broadcasts on radio and  
12   television and in printed advertisements in the nationally  
13   distributed printed media.14      BE IT FURTHER RESOLVED, that the Secretary of State send  
15    copies of this resolution to each member of the Montana  
16    Congressional Delegation, to the leader of each party in  
17    each House of Congress, and to the Chairman of the Federal  
18    Communications Commission.

-End-

ON PUBLIC HEALTH, WELFARE  
& SAFETY RECOMMEND DO NOT PASS  
ON MOTION RECONSIDER  
ADVERSE COMMITTEE REPORT

1 SENATE JOINT RESOLUTION NO. 4

2 INTRODUCED BY KENNEDY

3

4 A JOINT RESOLUTION OF THE SENATE AND THE HOUSE OF  
5 REPRESENTATIVES OF THE STATE OF MONTANA URGING CONGRESS AND  
6 THE FEDERAL COMMUNICATIONS COMMISSION TO PROHIBIT  
7 ADVERTISING OF ALCOHOLIC BEVERAGES IN INTERSTATE  
8 ADVERTISING.

9

10 WHEREAS, advertisement of alcoholic beverages in the  
11 national news media extols the benefits of consuming alcohol  
12 and glorifies the lifestyle of persons who consume alcohol;  
13 and

14 WHEREAS, there are many adverse consequences and social  
15 costs of alcohol consumption, including alcoholism, divorce,  
16 crime, and deaths and injuries from automobile accidents on  
17 the nation's and Montana's highways; and

18 WHEREAS, the advertising of alcoholic beverages may  
19 contribute to consumption and the resulting adverse  
20 consequences and social costs; and

21 WHEREAS, the United States Congress and the Federal  
22 Communications Commission have the power to regulate the  
23 interstate advertising of alcoholic beverages by the  
24 national news media; and

25 WHEREAS, the banning of alcoholic beverage advertising

1 by federal law or rule, or both, may decrease the demand for  
2 alcohol and thereby decrease the alcohol-related social  
3 costs, including the deaths and injuries on our highways.

4

5 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE AND THE HOUSE  
6 OF REPRESENTATIVES OF THE STATE OF MONTANA:

7 That the United States Congress and the Federal  
8 Communications Commission be requested to exercise their  
9 powers to regulate advertising in interstate commerce to  
10 prohibit by statute or regulation, or both, the advertising  
11 of alcoholic beverages in interstate broadcasts on radio and  
12 television and in printed advertisements in the nationally  
13 distributed printed media.

14 BE IT FURTHER RESOLVED, that the Secretary of State send  
15 copies of this resolution to each member of the Montana  
16 Congressional Delegation, to the leader of each party in  
17 each House of Congress, and to the Chairman of the Federal  
18 Communications Commission.

-End-

1                   SENATE JOINT RESOLUTION NO. 4  
2                   INTRODUCED BY KENNEDY

3  
4   A JOINT RESOLUTION OF THE SENATE AND THE HOUSE OF  
5   REPRESENTATIVES OF THE STATE OF MONTANA URGING CONGRESS AND  
6   THE FEDERAL COMMUNICATIONS COMMISSION TO PROHIBIT STUDY AND  
7   TAKE APPROPRIATE ACTION CONCERNING THE ADVERTISING OF  
8   ALCOHOLIC BEVERAGES IN INTERSTATE ADVERTISING.

9  
10   WHEREAS, advertisement of alcoholic beverages in the  
11   national news media extols the benefits of consuming alcohol  
12   and glorifies the lifestyle of persons who consume alcohol;  
13   and

14   WHEREAS, there are many adverse consequences and social  
15   costs of alcohol consumption, including alcoholism, divorce,  
16   crime, and deaths and injuries from automobile accidents on  
17   the nation's and Montana's highways; and

18   WHEREAS, the advertising of alcoholic beverages may  
19   contribute to consumption and the resulting adverse  
20   consequences and social costs; and

21   WHEREAS, the United States Congress and the Federal  
22   Communications Commission have the power to regulate the  
23   interstate advertising of alcoholic beverages by the  
24   national news media; and

25   WHEREAS, the--banning APPROPRIATE ACTION OR CONTROL of

1   alcoholic beverage advertising by federal law or rule, or  
2   both, may decrease the demand for alcohol and thereby  
3   decrease the alcohol-related social costs, including the  
4   deaths and injuries on our highways.

5  
6   NOW, THEREFORE, BE IT RESOLVED BY THE SENATE AND THE HOUSE  
7   OF REPRESENTATIVES OF THE STATE OF MONTANA:

8       That the United States Congress and the Federal  
9   Communications Commission be requested to exercise their  
10   powers to regulate advertising in interstate commerce AND to  
11   PROHIBIT STUDY, IN CONCERT WITH THE ALCOHOLIC BEVERAGE  
12   INDUSTRY, THE EFFECTS OF THE ADVERTISING OF ALCOHOLIC  
13   BEVERAGES UPON CONSUMPTION OF THOSE BEVERAGES AND UPON SUCH  
14   SOCIAL COSTS AS ALCOHOLISM, DIVORCE, CRIME, AND TRAFFIC  
15   ACCIDENTS AND TO TAKE ANY APPROPRIATE ACTION by statute or  
16   regulation, or both, CONCERNING the advertising of alcoholic  
17   beverages in interstate broadcasts on radio and television  
18   and in printed advertisements in the nationally distributed  
19   printed media.

20       BE IT FURTHER RESOLVED, that the Secretary of State send  
21   copies of this resolution to each member of the Montana  
22   Congressional Delegation, to the leader of each party in  
23   each House of Congress, and to the Chairman of the Federal  
24   Communications Commission.

-End-

-2-

SJR 4

THIRD READING  
AS AMENDED