

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 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-

SJR 0004/01 COMMITTEE
ON PUBLIC HEALTH, WELFARE
& SAFETY RECOMMEND DO NOT PASS
ON MOTION RECONSIDER
ADVERSE COMMITTEE REPORT

SENATE JOINT RESOLUTION NO. 4

INTRODUCED BY KENNEDY

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

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

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

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

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

WHEREAS, the banning of alcoholic beverage advertising

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

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

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

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

-End-

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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