

HOUSE BILL No. 4954

June 24, 1997, Introduced by Reps. Brewer, Basham and Griffin and referred to the Committee on House Oversight and Ethics.

A bill to prohibit the advertising of alcoholic products on television and radio within this state; and to provide for penalties.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 1. As used in this act:

2 (a) "Alcoholic product" means an alcoholic liquor as defined
3 in section 2 of the Michigan liquor control act, 1933 (Ex Sess)
4 PA 8, MCL 436.2.

5 (b) "Broadcasting station" means a radio or television oper-
6 ator within this state that disseminates to the public writings,
7 signs, signals, pictures, and sounds of all kinds, including all
8 instrumentalities, facilities, apparatus, and services associated
9 with the receipt, forwarding, and delivery of radio and
10 television communications.

1 (c) "Person" means an individual, corporation, partnership,
2 association, governmental entity, or any other legal entity.

3 Sec. 2. A television or radio broadcasting station shall
4 not broadcast an advertisement for an alcoholic product.

5 Sec. 3. A person who orders, directs, supervises, or in any
6 manner participates in a violation of this act is responsible for
7 a state civil infraction and may be ordered to pay a fine of not
8 more than \$10,000.00 for each offense.