

MAINE STATE LEGISLATURE

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114th MAINE LEGISLATURE

FIRST REGULAR SESSION - 1989

Legislative Document

No. 412

H.P. 300

House of Representatives, February 23, 1989

Reference to the Committee on Business Legislation suggested and ordered printed.

A handwritten signature in cursive script that reads "Ed Pert".

EDWIN H. PERT, Clerk

Presented by Representative CATHCART of Orono.

Cosponsored by Senator BOST of Penobscot, Representative McKEEN of Windham and Senator PERKINS of Hancock.

STATE OF MAINE

IN THE YEAR OF OUR LORD
NINETEEN HUNDRED AND EIGHTY-NINE

**An Act to Require Health and Safety Disclaimers on Television and
Print Media Alcohol Advertisements.**



1 Be it enacted by the People of the State of Maine as follows:

3 28-A MRSA §715 is enacted to read:

5 §715. Disclaimers on alcohol advertisements

7 1. Protection of public health and safety. The Legislature
9 intends to exercise the police power of the State to protect the
11 health and safety of Maine citizens and to promote the general
13 welfare by alerting the public to the health and safety risks
15 associated with the consumption of alcohol.

17 2. Disclaimers required. A disclaimer that states the
19 health and safety risks of alcohol consumption shall appear on
21 every advertisement for the sale of alcoholic beverages in this
23 State, including, but not limited to, advertisements on
25 television and radio and in all print media.

27 3. Form of disclaimer. The Department of Human Services,
29 in conjunction with the Office of Alcoholism and Drug Abuse
31 Prevention, shall by rules promulgated in accordance with the
33 Maine Administrative Procedure Act, Title 5, chapter 375, develop
one or more forms of disclaimers that state the health and safety
risks of alcohol consumption.

STATEMENT OF FACT

This bill provides that all advertisements for the sale of alcohol in this State, whether on television, radio or in any print medium, must include a disclaimer on the advertisement stating the health and safety risks of alcohol consumption.