

4455

2015-2016 Regular Sessions

I N S E N A T E

March 20, 2015

Introduced by Sen. COMRIE -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to billboards advertising alcoholic beverages and provocative content to minors on state owned property

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1 Section 1. The general business law is amended by adding a new section  
2 397-b to read as follows:

3 S 397-B. BILLBOARDS ADVERTISING ALCOHOLIC BEVERAGES OR INAPPROPRIATE  
4 CONTENT TO MINORS ON STATE OWNED PROPERTY. 1. NO BILLBOARD ADVERTISING  
5 ANY ALCOHOLIC BEVERAGE OR CONTAINING CONTENT INAPPROPRIATE FOR MINORS  
6 SHALL BE ERECTED OR MAINTAINED ON THE PROPERTY OF OR UNDER THE AUTHORITY  
7 OF THE STATE.

8 2. FOR PURPOSES OF THIS SECTION:

9 A. "BILLBOARD" SHALL INCLUDE ANY BILLBOARD, SIGN, NOTICE, POSTER,  
10 DISPLAY OR OTHER STATIONARY DEVICE INTENDED TO ATTRACT OR WHICH DOES  
11 ATTRACT THE ATTENTION OF OPERATORS OF MOTOR VEHICLES OR PEDESTRIANS.

12 B. "CONTENT INAPPROPRIATE FOR MINORS" SHALL INCLUDE CONTENT DESCRIPTIVE  
13 OF, ADVOCATING OR GLAMORIZING THE COMMISSION OF A VIOLENT CRIME,  
14 ANY FORM OF SEXUALLY PROVOCATIVE OR SUGGESTIVE BEHAVIOR, NUDITY, PARTIAL  
15 NUDITY OR THAT DEPICTS AND SHOWS ONLY MALE OR FEMALE UNDERGARMENTS.

16 S 2. This act shall take effect on the ninetieth day after it shall  
17 have become a law.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets [ ] is old law to be omitted.

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