

A Bill to Prohibit Alcohol Advertising

BE IT ENACTED BY THE CONGRESS HERE ASSEMBLED THAT:

1 **SECTION 1.** The advertising of alcoholic beverages will be prohibited on
2 all television, radio, digital, and print media platforms within the United
3 States.

4 **SECTION 2.** *Alcoholic beverage* will be defined as any beverage
5 containing 0.5% or more alcohol by volume, including beer, wine, and
6 spirits.

7 *Advertising* will include any form of paid or unpaid promotion, sponsorship,
8 product placement, or marketing communication intended to promote the
9 sale or consumption of alcoholic beverages.

10 **SECTION 3.** The Federal Communications Commission (FCC) and the
11 Federal Trade Commission (FTC) will jointly oversee the enforcement of this
12 legislation.

13 A. The FCC will regulate broadcast and digital media compliance.

14 B. The FTC will regulate print, sponsorship, and general marketing
15 compliance..

16 **SECTION 4.** This legislation will take effect at the beginning of Fiscal Year
17 2027.

18 **SECTION 5.** All laws or provisions in conflict with this legislation are
19 hereby declared null and void.
20
21
22
23
24
25
26
27
28

Introduced for Congressional Debate by Hailey Nowers of Beaver High School.