

**SUBJECT:** Alcohol advertising on promotional aircraft

**COMMITTEE:** Licensing and Administrative Procedures— favorable, without amendment

**VOTE:** 6 ayes — Wilson, Goolsby, D. Jones, Pickett, Torres, Yarbrough  
0 nays  
3 absent — Kubiak, Haggerty, Hamric

**SENATE VOTE:** On final passage, April 1 — 29-1 (Harris)

**WITNESSES:** On — Randy Yarbrough, Texas Alcoholic Beverage Commission

**BACKGROUND :** The Alcoholic Beverage Code prohibits certain outdoor advertising of alcoholic beverages or related businesses. Under the code, “outdoor advertising” does not include advertising appearing on an aircraft participating in an air show.

**DIGEST:** SB 672 would amend the definition of outdoor advertising to exclude advertising appearing on an aircraft.  
  
SB 672 would take immediate effect if finally approved by a two-thirds record vote of the membership of each house.

**SUPPORTERS SAY:** SB 672 would allow other public venues to benefit from the drawing power of and financial sponsorship behind certain types of promotional aircraft. County fairs, concerts, rodeos, or other community events all across Texas could gain from allowing display advertising on airplanes, hot-air balloons, helicopters, or other aircraft. Current law allows an exception to outdoor advertising rules for limited appearances of such corporate-sponsored vehicles as the Budweiser blimp or Miss Budweiser speedboat. SB 672 would only broaden the exception to permit aircraft with alcohol-related advertising to appear at wider range of community or private events.  
  
The bill would not alter any law regarding the sale of alcoholic beverages any Texas counties, whether wet or dry. It would simply allow tax-paying



businesses to promote their products in a way that could generate considerable benefits to community events.

OPPONENTS  
SAY:

Promoting alcohol at community events designed to attract families would run counter to long-standing state policy. Just this week, the House passed SB 35 to establish zero tolerance for drinking and driving by minors. Yet SB 672 would promote the connection between speed and alcohol as a glamorous ideal.

The alcohol beverage industry already enjoys a board sweep of venues for advertising its products. Newspapers, magazines, billboards, radio, and television are full of ads implying the virtues of drinking. Parents have enough of a job countering these pervasive influences without now having to confront them at so-called “family” events.

The additional source of advertising that would be provided by promotional aircraft is not crucial to the economic well-being of this industry, nor even significant. The real intent behind this bill is to wedge a crack in alcohol advertising standards that could be progressively broadened.