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BY BOWMAN, BRADNER AND
PARKER

1 IN THE HOUSE

2 HOUSE CONCURRENT RESOLUTION NO. 76

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 EIGHTH LEGISLATURE - FIRST SESSION

5 Relating to political advertising.

6 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

7 WHEREAS all too often, in Alaska, as well as elsewhere, candidates for
8 political office attempt to influence the voters by raising charges or
9 assertions at the last moment which are by design a blatant untruth; and

10 WHEREAS, although the last minute "smear" tactic is not new or unique,
11 it remains an invidious evil as the candidate being attacked or whose views
12 are being misrepresented has no opportunity to respond to the charges; and

13 WHEREAS a last minute smear is relatively easy to identify and define so
14 that the news media could, if they were desirous of doing so, avoid the
15 dissemination of such material to the public at the last minute; and

16 WHEREAS the public is the loser whenever persons are elected to any
17 office by voters who are casting their vote based on falsehoods or mis-
18 representations of a particular candidate's position on a given subject; and

19 WHEREAS a free press must not be limited in any way whatsoever in the
20 dissemination of information to the public;

21 BE IT RESOLVED by the Alaska Legislature that it affirms its faith and
22 support of a free press and of the right of free speech, but strongly en-
23 courages the Alaska news media to consider the establishment of a code of
24 ethics with self-imposed prohibitions against the use of any last minute
25 advertising that attacks a candidate and is a charge that has not been an
26 issue earlier in a campaign and which, because of the time element, one
27 cannot possibly counter successfully or fully.

28 COPIES of this Resolution shall be sent to all the major news media in
29 Alaska, including television, radio, and newspaper outlets.