

By Representative Boyd

1                                   A bill to be entitled  
2           An act relating to the state lottery; amending  
3           s. 24.107, F.S.; requiring the Department of  
4           Lottery to advertise how moneys from the  
5           lottery are apportioned and expended for  
6           education; providing criteria; providing an  
7           effective date.

8  
9   Be It Enacted by the Legislature of the State of Florida:

10  
11           Section 1. Section 24.107, Florida Statutes, is  
12   amended to read:

13           24.107 Advertising and promotion of lottery games.--

14           (1) The Legislature recognizes the need for extensive  
15   and effective advertising and promotion of lottery games. It  
16   is the intent of the Legislature that such advertising and  
17   promotion be consistent with the dignity and integrity of the  
18   state. In advertising the value of a prize that will be paid  
19   over a period of years, the department may refer to the sum of  
20   all prize payments over the period.

21           (2) The Legislature further recognizes the need for  
22   extensive and effective delivery to the public of information  
23   regarding how moneys raised by the sale of lottery tickets are  
24   apportioned and expended to enhance education within the area  
25   of the state in which they reside. From the funds set aside by  
26   the department for the purposes of advertising and promotion:

27           (a) Each calendar quarter, the department shall  
28   produce and air, via television within each multicounty media  
29   market in this state, an informational message campaign  
30   consistent with the intent expressed in this subsection.

31

1           (b) To the maximum extent possible, such  
2 advertisements shall be stylistically and artistically on par  
3 with those advertisements used by the department to promote  
4 games and shall be thematically related to then ongoing sales  
5 promotions.

6           (c) To the maximum extent possible, the content of the  
7 advertisements shall be tailored to highlight the amount of  
8 lottery funds, and the specific benefits derived from the  
9 expenditure of such funds, within the television media market  
10 in which they are broadcast.

11           (d) Each advertisement under this subsection shall be  
12 aired by the department for a full calendar month each  
13 calendar quarter in each multicounty television media market  
14 at a level at least equal to that used by the department to  
15 advertise special promotions within those markets.

16           ~~(3)~~(2) The department may act as a retailer and may  
17 conduct promotions which involve the dispensing of lottery  
18 tickets free of charge.

19           Section 2. This act shall take effect October 1, 1997.

20  
21           \*\*\*\*\*

22           HOUSE SUMMARY

23           Requires the Department of Lottery to advertise how  
24 moneys from the lottery are apportioned and expended for  
25 education in the various areas of the state. See bill for  
26 details.

26  
27  
28  
29  
30  
31