

HOUSE RESOLUTION

URGING ARKANSAS BUSINESSES TO DEVOTE AT LEAST ONE PERCENT  
(1%) OF THEIR ADVERTISING BUDGETS TO ADVERTISEMENTS DESIGNED  
TO DISCOURAGE THE ILLICIT USE OF DRUGS.

WHEREAS, the use of drugs is not only devastating our society in general but is having a substantial adverse effect on employee performance throughout the business community; and

WHEREAS, everyone recognizes that something must be done to alleviate the epidemic of illicit drug trafficking and use in this State; and

WHEREAS, one method of addressing the problem is by launching an anti-drug advertising campaign in our radio, television and printed media; and

WHEREAS, since Arkansas businesses have demonstrated their ability to conduct successful advertising campaigns to promote their products and services, it is possible that they can successfully reduce illicit drug use by means of an advertising campaign,

NOW THEREFORE,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE SEVENTY-SIXTH GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

That Arkansas businesses are hereby urged to devote their advertising expertise and at least one percent (1%) of their advertising budgets towards an advertising campaign designed to expose the disastrous consequences of the illicit use of drugs.