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State of Minnesota

HOUSE OF REPRESENTATIVES

EIGHTY-EIGHTH SESSION

H. F. No. 3207

03/19/2014 Authored by Swedzinski and Gruenhagen

The bill was read for the first time and referred to the Committee on Commerce and Consumer Protection Finance and Policy

1.1 A bill for an act  
1.2 relating to state lottery; advertising; requiring warnings; amending Minnesota  
1.3 Statutes 2012, section 349A.09, by adding a subdivision.

1.4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.5 Section 1. Minnesota Statutes 2012, section 349A.09, is amended by adding a  
1.6 subdivision to read:

1.7 Subd. 4. **Warnings.** (a) For all promotional advertisements issued by the lottery, a  
1.8 warning label or message must be affixed. The warning must contain, at a minimum:

1.9 (1) the odds of winning the particularly advertised game, or in a general ad not  
1.10 promoting an individual game, the odds of winning ranging from the lowest odds game to  
1.11 the highest odds game currently being offered;

1.12 (2) a caution that gambling can be addictive; and

1.13 (3) the Web address for the lottery's Web site addressing problem gambling, where  
1.14 individuals can find further resources related to compulsive gambling.

1.15 (b) The director shall ensure that the warning message meets the following criteria:

1.16 (1) for print advertising, including billboards, the warning must cover at least 25  
1.17 percent of the space used by the advertisement; or

1.18 (2) for radio, television, Internet, or any other type of multimedia advertising, the  
1.19 warning must contain the information in this subdivision and play for a time equivalent to  
1.20 seven seconds of every 30 seconds of advertising.