

1 SJR25  
2 147775-1  
3 By Senators Scofield, Allen, Beasley, Beason, Bedford,  
4 Blackwell, Brewbaker, Bussman, Coleman, Dial, Dunn, Fielding,  
5 Figures, Glover, Holley, Holtzclaw, Irons, Keahey, Marsh,  
6 McGill, Orr, Pittman, Reed, Ross, Sanders, Sanford, Singleton,  
7 Smith, Smitherman, Taylor, Waggoner, Ward, Whatley and  
8 Williams  
9 RFD:  
10 First Read: 14-FEB-13

8 EXPRESSING SUPPORT FOR AUTHORS AND PUBLISHERS WHO  
9 PRODUCE WORKS OF FICTION SET IN REAL ALABAMA TOURISM  
10 ATTRACTIONS.

11  
12 WHEREAS, tourism helps to create and sustain jobs in  
13 the economy of the State of Alabama, helps to stimulate local  
14 economies through consumer spending, and generates tax  
15 revenues for municipal, local, and state government programs;  
16 and

17 WHEREAS, consumer spending represents a critical  
18 percentage of the state economy and job base and 70 percent of  
19 the national economy; and

20 WHEREAS, recent federal tax increases will have a  
21 dampening impact on Alabama's economy and consumer spending  
22 levels, requiring some type of method to increase consumer  
23 spending to avoid a negative impact on economic growth; and

24 WHEREAS, new marketing and technological advances in  
25 publishing allow readers to instantly learn about real tourism  
26 attractions within the stories they read if writers and

1           publishers connect them through informational guides and  
2           links; and

3           WHEREAS, readers tend to connect emotionally with  
4           frictional characters and the places in which those characters  
5           interact, creating a significant but largely untapped  
6           potential for boosting tourism around the state in an entirely  
7           new and effective way through the private sector fiction  
8           publishing market; and

9           WHEREAS, nationally, few publishers or writers have  
10          taken advantage of or applied this new marketing technology to  
11          tourism fiction; and

12          WHEREAS, the Southeastern Literary Tourism  
13          Initiative, an Alabama project, has provided working models  
14          for tourism fiction projects that could be used by many  
15          writers, publishers, and municipal and county governments; now  
16          therefore,

17          BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH  
18          HOUSES THEREOF CONCURRING, That the Alabama Senate:

19           (1) Invites authors and publishers to consider using  
20           real Alabama tourism attractions as settings for fictional  
21           stories and novels, thereby boosting the state economy.

22           (2) Expresses support for those private sector  
23           writers and publishers who produce tourism fiction projects  
24           set in real Alabama tourism attractions.

25           (3) Encourages municipal, county, regional, and  
26           state governments to develop ways and means to attract authors

1 to write fictional stories in real Alabama tourism attractions  
2 and thereby boosting real tourism dollars around the state.

3 (4) Recommends that local governments develop ways  
4 and means to work on a local level in attracting tourism  
5 fiction projects and on a statewide level to attract writers  
6 from outside the state in promoting real Alabama tourism  
7 attractions.

8 (5) Calls upon educational institutions, including  
9 high school and university English, creative writing,  
10 marketing, and travel and leisure programs and departments to  
11 promote Alabama tourism fiction through providing professional  
12 input where asked and class assignments where appropriate.

13 (6) Advises that the state apply for federal grants  
14 to promote tourism fiction throughout the state design a  
15 promotional method to be available nationwide.

16 (7) Requests that Alabama citizens participate in  
17 promoting Alabama tourism fiction projects by recommending  
18 Alabama tourism attractions in which to set fictional stories  
19 through polls, by reading Alabama tourism fiction, and by  
20 advising local, state, and federal representatives and  
21 officials to promote local areas through fiction.