

1 SJR25

2 147775-2

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

1 SJR25

2

3

4 ENROLLED, SJR25,

5 EXPRESSING SUPPORT FOR AUTHORS AND PUBLISHERS WHO
6 PRODUCE WORKS OF FICTION SET IN REAL ALABAMA TOURISM
7 ATTRACTIONS.

8

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

14 WHEREAS, consumer spending represents a critical
15 percentage of the state economy and job base and 70 percent of
16 the national economy; and

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

21 WHEREAS, new marketing and technological advances in
22 publishing allow readers to instantly learn about real tourism
23 attractions within the stories they read if writers and
24 publishers connect them through informational guides and
25 links; and

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

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

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

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

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

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

23 (3) Encourages municipal, county, regional, and
24 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.

1

2

3

4

President and Presiding Officer of the Senate

5

6

Speaker of the House of Representatives

7

SJR25

8

Senate 14-FEB-13

9

I hereby certify that the within Senate Joint Resolution
originated in and was adopted by the Senate.

10

11

12

13

14

15

Patrick Harris
Secretary

16

House of Representatives

17

Adopted: 24-APR-13

18

19

20

By: Senator Scofield