

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

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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.

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President and Presiding Officer of the Senate

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Speaker of the House of Representatives

SJR25

Senate 14-FEB-13

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

Patrick Harris  
Secretary

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House of Representatives  
Adopted: 24-APR-13

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By: Senator Scofield