GAMING ADVERTISING & FIRST AMENDMENT with Greg Gemignani	
REVIEW What does the federal wire act cover generally?	
REVIEW What does the illegal gambling business act cover generally?	

	1
REVIEW	
What is a gambling business or an illegal gambling business?	
4	
DICHTCO	
RIGHTS?	
Is there a right to advertise gaming services?	
	-
in .	<u> </u>
	1
RIGHTS?	
Congress shall make no law respecting an establishment of religion or	
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.	
Government for a redress of grievances.	
φ	

-1011-00	
RIGHTS?	
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.	
the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.	
3	
F	
RIGHTS?	
What types of speech are protected?	
ω	
RIGHTS?	
Political speech? Religious speech?	-
All personal speech? Yelling "Fire" in a crowded theater?	
Inciting violence? Commercial speech?	
o	

PLOUTOS	
RIGHTS?	
What is "commercial speech?" How would you define it?	
10	
COMMERCIAL SPEECH	
What is "commercial speech?" (according to the USSC)	
"expression related solely to the economic interests of the speaker and its audience" – Central Hudson 447 U.S. 557	
-	
COMMERCIAL SPEECH	
What is protected?	
"The First Amendment, as applied to the States through the Fourteenth Amendment, protects commercial speech from unwarranted governmental regulation." Central Hudson	
regulation." Central Hudson	
12	

COMMERCIAL SPEECH	
COMMERCIAL SPEECH	
What is the test for determining whether government prohibition or regulation is unwarranted?	·
unitanea.	
8	
COMMERCIAL SPEECH	
What is the test for determining whether government prohibition or regulation is unwarranted?	
4 Part Test in Central Hudson	
4	
T-1	
	1
COMMERCIAL SPEECH	
What is the test for determining whether government prohibition or regulation is	
unwarrantod?	
Part 1 - Does the speech concern a legal activity, or is it misleading? There is no protection for false or misleading speech.	
There is no protection for false or misleading speech.	
5	

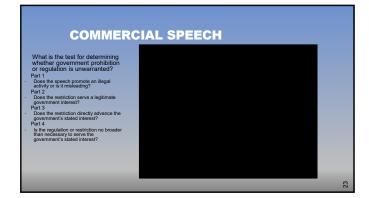
COMMERCIAL SPEECH	
What is the test for determining whether government prohibition or regulation is unwarranted?	
• Part 2	
Does the restriction serve a legitimate government interest?	
9	
COMMERCIAL SPEECH	
COMMERCIAL SPECOII	
What is the test for determining whether government prohibition or regulation is	
What is the test for determining whether government prohibition or regulation is unwarranted?	
Part 3 Does the restriction directly advance the government's stated interest?	
17	
COMMERCIAL SPEECH	
What is the test for determining whether government prohibition or regulation is unwarranted?	
Part 4	
 Is the regulation or restriction no broader than necessary to serve the government's stated interest? 	
2	

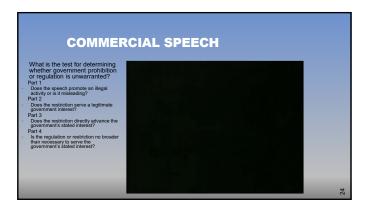
What is the test for determining whether government prohibition or regulation unwarranted?
• Part 1
• Part 2
Does the restriction serve a legitimate government interest?
 Is the regulation or restriction no broader than necessary to serve the government's stat interest?

COMMERCIAL SPEECH What is the test for determining whether government prohibition or regulation is unwarranted? Part 1 Does the specify promote an illegal activity or it is missaring? Part 2 Part 3 Does the restriction series is legitimate overnment interest? Part 3 Does the restriction series beginning overnment interest? Part 4 The state regulation or restriction no broader than necessary to serve the government's stated interest? COCATING TOPICAL DEDOS. Linear Service of the state of the service of t



What is the test for determining whether government prohibition or regulation is unwarranted? Property of the state of th	
--	--





COMMERCIAL SPEECH	
What is the test for determining whether government prohibition or regulation is unwarranted?	
Does the speech promote an illegal activity or is it misleading? Part 2	
Does the restriction serve a legitimate government interest? Part 3	
Part 3 Does the restriction directly advance the government's stated interest? Part 4	
Part 4 Is the regulation or restriction no broader	
 Is the regulation or restriction no broader than necessary to serve the government's stated interest? 	
52	
COMMERCIAL SPEECH	
With respect to gaming – first restrictions appear in the late 1800's as postal regulations prohibiting the transportation and importation into the U.S. of lottery tickets and prize lists.	
tickets and prize lists.	
78	
COMMERCIAL SPEECH	-
Postal lottery prohibitions were expanded by the 1934 Communications Act	
Postal lottery prohibitions were expanded by the 1934 Communications Act 18 U.S.C. §1304 Broadcasting lottery information Whoever broadcasts by means of any radio or television station for which a license is required by any law of the United States, or whoever, operating any such station, knowingly permits the broadcasting of, any advertisement of or information concerning any lottery, giff enterprise, or similar scheme, offening prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, giff enterprise, or scheme, whether said list contains any part or all of such prizes, shall be fined under this title or imprisoned not more than one year, or both. Each day's broadcasting shall constitute a separate offense.	
such station, knowingly permits the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering	
prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme.	
whether said list contains any part or all of such prizes, shall be fined under this title or imprisoned not more than one year, or both.	
Each day's broadcasting shall constitute a separate offense.	
72	

COMMERCIAL SPEECH

FCC Regulations
47 CFR §73.1211 Broadcast of lottery information.
(a) No licensee of an AM, FM, television, or Class A television broadcast station, except as in paragraph (c) of this section, shall broadcast any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes...

COMMERCIAL SPEECH

- FCC Interpretations The Exceptions
 State run lotteries
 Broadcast within the state
 Broadcast in an adjacent stat that also had a legal lottery
 Any other state with a legal lottery
 Non-profit games
 Horse Racing
 Poker Tournaments (based on skill)
 Native American Casinos as part of IGRA

COMMERCIAL SPEECH

- POSADAS de PUERTO RICO

 BASIC FACTS

 Casino in Puerto Rico challenges statute and regulations restricting advertisements to residents of Puerto Rico by filing a declaratory relief action

 The enabling legislation also prohibited advertising gaming facilities to residents of Puerto Rico

 Appellant was fined on several occasions and faced non-renewal of its gaming franchise

 Ads reviewed by the Tourism Development Company

POSADAS de PUERTO RICO BASIC FACTS – How did the Tourism Development Company Interpret the Statu
 "This prohibition includes the use of the word 'casino' in matchbooks, lighters, envelops, inter-office and/or external correspondence, invoices, napkins, brochures, menus, elevato glasses, plates, lobbies, banners, flyers, paper holders, pencils, telephone books, director bulletin boards or in any hotel dependency or object which may be accessible to the public

POSADAS de Does the co	ourt analyze the matter using	the Central Hudson Test?	
Because than prop	his case involves the restriction of ose a commercial transaction," our inciples identified in Central Hudso	pure commercial speech which does "no First Amendment analysis is guided by ti on Gas & Electric Corp. v. Public Service (

COMMERCIAL SPEECH POSADAS de PUERTO RICO Does the speech concern a legal activity, is it misleading? The particular kind of commercial speech at issue here, namely, advertising of casino gambiling aimed at the residents of Puerto Rico, concerns a lawful activity and is not misleading or fraudulent, at least in the abstract. We must therefore proceed to the three remaining steps of the Central Hudson analysis in order to determine whether Puerto Rico's advertising restrictions run afoul of the First Amendment.

COMMERCIAL SPEECH POSADAS de PUERTO RICO Does the restriction serve a legitimate government interest? The Tourism Company's brief before this Court explains the legislature's belief that "[o]xcossive casino gambling among local residents... would produce serious harr effects on the health, safety and welfare of the Puerto Rican citizens, such as the dist of moral and cultural patterns, the increase in local crime, the fostering of protitute development of corruption, and the infiltration of organized crime.".... We have no o in concluding that the Puerto Rico. Legislature's interest in the health, safety, and we its citizens constitutes a "substantial" governmental interest.

COMMERCIAL SPEECH

POSADAS de PUERTO RICO

Does the restriction serve a legitimate government interest? (what is the standard of proof for determining whether the interest is legitimate?)

.... We have no difficulty in concluding that the Puerto Rico Legislature's interest in the health, safety, and welfare of its citizens constitutes a "substantial" governmental interest.

COMMERCIAL SPEECH

COMMERCIAL SPEECH POSADAS de PUERTO RICO How does the regulation/restriction directly advance the government's asserted interest? The court essentially defers to the legislature The court ignores unregulated advertising for other forms of gambling In other words, if the legislature says it advances the interest, then the court is willing to accept that since it is not manifestly unreasonable.

COMMERCIAL SPEECH

- POSADAS de PUERTO RICO

 Is the regulation or restriction no broader than necessary to serve the government's stated interest?

 We also think it clear beyond peradventure that the challenged statute and regulations satisfy the fourth and last step of the Central Hudson analysis, namely, whether the restrictions on commercial speech are no more extensive than necessary to serve the government's interest. The narrowing constructions of the advertising restrictions announced by the Superior Court ensure that the restrictions will not affect advertising of casing pambling aimed at tourists, but will apply only to such advertising when aimed at the residents of Puerto Rico.

COMMERCIAL SPEECH

- POSADAS de PUERTO RICO

 THE BRIGHT LINE RULE?

 "In our view, the greater power to completely ban casino gambling necessarily includes the lesser power to ban advertising of casino gambling"

 "It is precisely because the government could have enacted a wholesale prohibition of the underlying conduct that it is permissible for the government to take the less intrusive step of allowing the conduct, but reducing the demand through restrictions on advertising"

COMMERCIAL SPEECH	
POSADAS de PUERTO RICO	
• Thoughts.	
04	
	-
COMMERCIAL SPEECH	
Edge Broadcasting The Basic Facts A North Carolina radio station with 92.2% of its audience in Virginia seeks declaratory relief that 18 USC § 1304,1307 and corresponding regulations violate the First Amendment. The radio station wants to broadcast Virginia Lottery advertisements. North Carolina has no lottery. In contrast, Virginia stations could broadcast into North Carolina with lottery ads. In that part of North Carolina, 38% of all radio listening was tuned to Virginia stations and 50-75% of television viewing tuned to Virginia stations.	
A North Carolina radio station with 92.2% of its audience in Virginia seeks declaratory relief that 18 USC § 1304,1307 and corresponding regulations violate the First Amendment. The radio station wants to broadcast Virginia Lottery advertisements.	
North Carolina has no lottery. In contrast. Virginia stations could broadcast into North Carolina with lottery ads.	
In that part of North Carolina, 38% of all radio listening was tuned to Virginia stations and 50-75% of television viewing tuned to Virginia stations.	
•	
_	
4.1	
COMMERCIAL SPEECH	
COMMERCIAL SPEECH	
Edge Broadcasting	
How did no district court decide the matter? Prong 1 – Illegal or misleading?	
How did the district court decide the matter? Prong 1 - Illegal or misleading? No Prong 2 - Was there a legitimate government interest	
Prong Z – was invited a legitimate government inviters: Yes Prong 3 – Did the restriction advance the interest? Not as applied to Edge Prong 4 – Was it no more extensive than necessary Yes	
Not as applied to Edge Prong 4 – Was it no more extensive than necessary	
• Yes	
75	

COMMERCIAL SPEECH	
Edge Broadcasting • Does the Court Apply The Central Hudson Test?	
At the outset, we must determine whether the expression is protected by the First Amendment. For commercial speech to come within that provision, it at least must concern lawful activity and not be misleading. Next, we ask whether the asserted governmental interest is substantial. If both inquiries yield positive answers, we must determine whether the regulation directly advances the governmental interest asserted, and whether it is not more extensive than is necessary to serve that interest.	
lawful activity and not be misleading. Next, we ask whether the asserted governmental interest is substantial. If both inquiries yield positive answers, we must determine whether	
more extensive than is necessary to serve that interest asserted, and whether it is not	
ω 4	
COMMERCIAL SPEECH	
Edge Broadcasting • Does the speech concern a lawful activity, or is it misleading?	
Does the speech concern a lawful activity, or is it misleading? Like the courts below, we assume that Edge, if allowed to, would air nonmisleading advertisements about the Virginia lottery, a legal activity.	
4	
COMMERCIAL SPEECH	
Edge Broadcasting • Does the restriction serve a legitimate government interest?	
As to the second Central Hudson factor, we are quite sure that the Government has a substantial interest is supporting the policy of nonlottery States, as well as not interfering with the policy of States that permit lotteries.	
with the policy of States that permit lotteries.	

COMMERCIAL SPEECH Edge Broadcasing ***Commercial Commercial Speech States and Speech States Speech Speech States Speech		
COMMERCIAL SPEECH Edge Brondcasting The state of the st	COMMEDIAL OPERAL	
COMMERCIAL SPEECH Edge Broadcasting ** As a special of a single person of management as showed in Government's several and hence the found part of the Central Industrials & Satisface **COMMERCIAL SPEECH Edge Broadcasting ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** As a support of the single person of entiry ** COMMERCIAL SPEECH Edge Broadcasting	COMMERCIAL SPEECH	
COMMERCIAL SPEECH Eggs Broadcasting - Deep to statistical for fixed part of the Comment of the Statistical Statistics of the Statistics	Edge Broadcasting • Is the regulation or restriction no broader than necessary to serve the government's stated	
COMMERCIAL SPEECH Rigs Broadcasting Let a the control of the present of the pre	interest? we also agree that the statutes are no broader than necessary to advance the Government's interest and hence the fourth part of the Contral Hudson test is satisfied.	
COMMERCIAL SPEECH Edge Broadcasting - One after restriction directly advance that government's stated interest? - The time of Control Medical basis of the September of Projection directly advanced the government of primiting the angular to written this governmental charest is directly advanced as applied to a bright person or entity.	inclosed and resisco distribution pairs of the Society reason acts of datasets.	
COMMERCIAL SPEECH Edgs Broadcasting - One after assection directly advance this government's stand interest? - The time of Control Medical practice asset whenever the "regulation directly information asset by printing the linguity to written this governmental interest is directly advanced as upplied to a kingle parasiti or entity. COMMERCIAL SPEECH Edgs Broadcasting		
COMMERCIAL SPEECH Edge Broadcasting - One after restriction directly advance that government's stated interest? - The time of Control Medical basis of the September of Projection directly advanced the government of primiting the angular to written this governmental charest is directly advanced as applied to a bright person or entity.		
COMMERCIAL SPEECH Edgs Broadcasting - One after assection directly advance this government's stand interest? - The time of Control Medical practice asset whenever the "regulation directly information asset by printing the linguity to written this governmental interest is directly advanced as upplied to a kingle parasiti or entity. COMMERCIAL SPEECH Edgs Broadcasting		
COMMERCIAL SPEECH Edgs Broadcasting - One after assection directly advance this government's stand interest? - The time of Control Medical practice asset whenever the "regulation directly information asset by printing the linguity to written this governmental interest is directly advanced as upplied to a kingle parasiti or entity. COMMERCIAL SPEECH Edgs Broadcasting	92	
Edge Broadcasting Dee the restriction directly advance the government's stated interest? This third Control thicken describe the result is general that this question cannot be answered by limiting the lengthy showther the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting Loss the person of the commental interest is directly advanced to the commental interest is directly	4	
Edge Broadcasting Dee the restriction directly advance the government's stated interest? This third Control thicken describe the result is general that this question cannot be answered by limiting the lengthy showther the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting Loss the person of the commental interest is directly advanced to the commental interest is directly		
Edge Broadcasting Dee the reaction directly advance the government's stated interest? This third Committed busined sector asks whether the regulation directly advances the governmental interest asserted. "It is readily appeared that this question cannot be answered by limiting the lengthy whether the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting To be the person of the committed that the committed interest is directly advanced.		
Edge Broadcasting Dee the reaction directly advance the government's stated interest? This third Committed busined sector asks whether the regulation directly advances the governmental interest asserted. "It is readily appeared that this question cannot be answered by limiting the lengthy whether the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting To be the person of the committed that the committed interest is directly advanced.		
Edge Broadcasting Dee the reaction directly advance the government's stated interest? This third Committed busined sector asks whether the regulation directly advances the governmental interest asserted. "It is readily appeared that this question cannot be answered by limiting the lengthy whether the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting To be the person of the committed that the committed interest is directly advanced.		
Edge Broadcasting Dee the reaction directly advance the government's stated interest? This third Committed busined sector asks whether the regulation directly advances the governmental interest asserted. "It is readily appeared that this question cannot be answered by limiting the lengthy whether the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting To be the person of the committed that the committed interest is directly advanced.		
Edge Broadcasting Dee the reaction directly advance the government's stated interest? This third Committed busined sector asks whether the regulation directly advances the governmental interest asserted. "It is readily appeared that this question cannot be answered by limiting the lengthy whether the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting To be the person of the committed that the committed interest is directly advanced.		
Edge Broadcasting Dee the reaction directly advance the government's stated interest? This third Committed busined sector asks whether the regulation directly advances the governmental interest asserted. "It is readily appeared that this question cannot be answered by limiting the lengthy whether the governmental interest is directly advanced as applied to a single person or entity. COMMERCIAL SPEECH Edge Broadcasting To be the person of the committed that the committed interest is directly advanced.		
To Does the restriction directly advances the government's stated interest? The third central Hudson factor skew whether the "squal interest searches" is readily apparent that this question cannot be answered by limiting the inquiry to whether the governmental interest is directly advanced as applied to a single person of entity. COMMERCIAL SPEECH Edge BroadcaSIIAL Egge BroadcaSIIAL SPEECH Egge BroadcaSIIAL Does the estriction directly advances the nonement's stated interest?	COMMERCIAL SPEECH	
COMMERCIAL SPEECH Edge Broadcasting Does the restriction discribe decarged to the comment's stated interest?	Edge Broadcasting	
COMMERCIAL SPEECH Edge Broadcasting Does the restriction discribe decarged to the comment's stated interest?	The third Central Hudson factor asks whether the "regulation directly advances the governmental interest asserted." It is readily apparent that this question cannot be	
COMMERCIAL SPEECH Edge Broadcasting • Does the restriction directly advance the government's stated interest?	answered by limiting the inquiry to whether the governmental interest is directly advanced as applied to a single person or entity.	
COMMERCIAL SPEECH Edge Broadcasting • Does the restriction directly advance the government's stated interest?		-
COMMERCIAL SPEECH Edge Broadcasting • Does the restriction directly advance the government's stated interest?		
COMMERCIAL SPEECH Edge Broadcasting • Does the restriction directly advance the government's stated interest?		
COMMERCIAL SPEECH Edge Broadcasting • Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?	47	
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Edge Broadcasting Does the restriction directly advance the government's stated interest?		
Does the restriction directly advance the government's stated interest?	COMMERCIAL SPEECH	-
Does the restriction directly advance the government's stated interest? The courts below thus asked the wrong question in ruling on the third Central Hudson factor. This is not to say that the validity of the statutes' application to Edge is an irrelevant inquiry, but that issue properly should be dealt with neder the fourth factor of the Central Hudson test. As we have said: "Tiple last two steps of the Central Hudson analysis basically involve a consideration of the "It' between the legislature's ends and the means chosen to accomplish those ends." Posadas, supra.	Edge Broadcasting	
inquiry, but that issue properly should be dealt with under the fourth factor of the Central Hudson test. As we have said, "I(the last two steps of the Central Hudson analysis basically involve a consideration of the "fit between the legislature's ends and the means chosen to accomplish those ends." Posadas, supra.	Does the restriction directly advance the government's stated interest? The courts below thus asked the wong question in ruling on the third Central Hudson factor. This is not to say that the validity of the statutes' application to Edge is an irrelevant.	
accomplish those ends." Posadas, supra.	inquiry, but that issue properly should be dealt withth under the fourth factor of the Central Hudson test. As we have said, "[t]he last two steps of the Central Hudson analysis basically involves considerable of the Central Hudson analysis basically involves."	
	accomplish those ends." Posadas, supra.	-

COMMERCIAL SPEECH	
Edge Broadcasting	
 What does the court think about the advancement of the interest and narrow focus "as applied" 	
"This having been established, the State was entitled to protect its interest by applying a prophylactic rule to those circumstances generally; we declined to require the State to go further and to prove that the state interests supporting the rule actually were advanced by applying the rule in Ohralik's particular case.	
further and to prove that the state interests supporting the rule actually were advanced by	
applying the rule in Onlank's particular case.	
64	
	-
COMMERCIAL SPEECH	
Edge Broadcasting	
• Thoughts?	
20	
ω	
COMMERCIAL SPEECH	
44 Liquor Mart	
The Basic Facts: Rhode Island prohibits advertisements of liquor prices	
2 Appellants – Peoples and 44 Liquormart	
People's advertises in Mass, but not in Rhode Island 44 Liguarment places an ad with no pricing, but the word WOW pert to photos of liguor.	
44 Liquormart places an ad with no pricing, but the word WOW next to photos of liquor bottles	
44 Liquormart fined \$400 for violating RI prohibition on ads with liquor prices 44 Liquormart and Peoples file a declaratory relief action	
- Presidentification - copies fine a designatory reflect action	
521	

COMMERCIAL SPEECH	
44 Liquor Mart • The Court's Opinion	
JUSTICE STEVENS announced the judgment of the Court and delivered the opinion of the Court with respect to Parts I, II, VII, and VIII, an opinion with respect to Parts III and V, in which JUSTICE KENNEDY, JUSTICE SOUTER, and JUSTICE GINSBURG join, an opinion with respect to Part VI, in which JUSTICE KENNEDY, JUSTICE THOMAS, and JUSTICE GINSBURG join, and an opinion with respect to Part IV, in which JUSTICE KENNEDY and JUSTICE GINSBURG join.	
which JUSTICE KENNEDY, JUSTICE SOUTER, and JUSTICE GINSBURG join, an opinion with respect to Part VI, in which JUSTICE KENNEDY, JUSTICE THOMAS, and JUSTICE CONSULIDED in and ap analysis with respect to Part IV, in which JUSTICE KENNEDY and	
JUSTICE GINSBURG Join.	
925	
COMMERCIAL SPEECH	
COMMERCIAL SPEECH	
44 Liquor Mart	
What are the state's arguments?	
23	
COMMERCIAL SPEECH	
COMMERCIAL SPEECH	
44 Liquor Mart • What are the state's arguments?	
Reliance on Posadas and Edge	
45	

44 Liquor Mart How does the c The reasonin persuaded th advortising b public for foa advortising b	court address reliance on Posadas? Ig in Posadas does support the State's argument, but, on reflection, we are now lat Posadas erroneously performed the First Amendment analysis. The casino an was designed to keep truthful, nomisleading speech from members of the Ir that they would be more likely to gamble if they received it. As a result, the lan served to shield the State's antigmenting policy from the public scrutiny that nonspeech regulation would draw. See Posadas, 478 U. S., at 351 (Brennan, J.,
---	---

o.	OMMERCIAL SPEECH
	44 Liquor Mart
	Given our longstanding hostility to commercial speech regulation of this type, Posadas clearly erred in concluding that it was "up to the legislature" to choose suppression over less speech-restrictive policy.

44 Liquor Mart How does the court address reliance on Posadas? We also cannot accept the State's second contention, which is premised entire "greater-includes-the-lesser" reasoning endorsed toward the end of the major in Posadas. Further consideration persuades us that the "greater-includes-the-lesser" arg be rejected for the additional and more important reason that it is inconsisten logic and well-settled doctrine.	rity's opinion
---	----------------

COMMERCIAL SPEECH	
44 Liquor MartHow does the court address reliance on Edge?	
 now does me court address relating on Euger le Edge, we upheld a federal statute that permitted only those broadcasters located in States that had legalized lotteries to air lottery advertising. The statute was designed to regulate advertising about an activity that had been deemed illegal in the jurisdiction in which the broadcaster was located. 	
broadcaster was located.	
	_
	_
89	
COMMERCIAL SPEECH	
44 Liquormart	
3 justices held that truthful non-misleading speech is entitled to greater protection 3 justices suggested that no deference be given to the governments asserted interest and that strong evidentiary support must be present for the ban to be constitutional	
99	
COMMERCIAL SPEECH	
Greater New Orleans	
9	

Greater New Orleans The Facts - The Timeline On February 24, 1994 the Greater New Orleans Brand casting Association, a trade association of New Orleans Beard radio and television stocking, challenged the selection and produced and between advertisements of casino gaming. On Section 22, 1995 of the Section 20, 1995 of

COMMERCIAL SPEECH Greater New Orleans The Facts Plaintiff is an association of broadcasters in Louisiana that operate under FCC licenses Exemptions exist for advertising for many types of gambling Indian Camning State Lotteries Horse Racing...etc. Plaintiff wants to take ads for Louisiana and Mississippi private casinos Some signals may travel to Texas and Arkansas that have no legal private casino gaming

COMMERCIAL SPEECH Greater New Orleans The Facts "Petitioners brought this action against the United States and the FCC in the District Court for the Eastern District of Louisiana, praying for a declaration that § 1304 and the FCC's regulation violate the First Amendment as applied to them, and for an injunction preventing enforcement of the statute and the rule against them."

COMMERCIAL SPEECH	
Greater New Orleans	
Does the Court use Central Hudson?	
 "In this case, there is no need to break new ground. Central Hudson, as applied in our more recent commercial speech cases, provides an adequate basis for decision." 	
4	
ω_	
COMMERCIAL SPEECH	
Greater New Orleans	
Part 1 – Legal Subject Matter • "Their content is not misleading and concerns lawful activities"	
8	
COMMEDCIAL CREECIL	
COMMERCIAL SPEECH	
Greater New Orleans	
Part 2 – Whether the asserted governmental interest served by	
the restriction is substantial (1) reducing the social costs associated with "gambling" or "casino gambling," and (2)	
(1) reducing the social costs associated with "gambling" or "casino gambling," and (2) assisting States that "restrict gambling" or "prohibit casino gambling" within their own borders.	
9	

COMMERCIAL SPEECH

- Greater New Orleans
 Part 2 Whether the asserted governmental interest served by the restriction is substantial
 "We can accept the characterization of these two interests as "substantial," but that conclusion is by no means self-evident."

 "the judgment of both the Congress and many state legislatures, the social costs that support the suppression of gambling are offset, and sometimes outweighed, by countervailing policy considerations, primarily in the form of economic benefits"

 "we cannot ignore Congress' unwillingness to adopt a single national policy that consistently endorses either interest asserted by the Solicitor General."

COMMERCIAL SPEECH

Greater New Orleans
Part 3 – whether the speech restriction directly and materially advances the asserted governmental interest

"This burden is not satisfied by mere speculation or conjecture; rather, a governmental body seeking to sustain a restriction on commercial speech must demonstrate that the harms it recites are real and that its restriction will in fact alleviate them to a material degree."

COMMERCIAL SPEECH

Greater New Orleans

Part 4 – Whether the speech restriction is not more extensive than necessary to serve the interests that support

"The Government is not required to employ the least restrictive means conceivable, but it must demonstrate narrow tailoring of the challenged regulation to the asserted interest—"a fit that is not necessarily perfect, but reasonable; that represents not necessarily the single best disposition but one whose scope is in proportion to the interest served."

COMMEDIAL ORFIGIA	
COMMERCIAL SPEECH	
Greater New Orleans	
So what happens	
02	
COMMEDIAL ORFIGIA	
COMMERCIAL SPEECH	
Greater New Orleans	
As a multi-data makking multi-see C 4204 and make a kind, the contraduction	
"gambling" or "casino gambling,"	
"any measure of the effectiveness of the Government's attempt to minimize the social costs of gambling cannot ignore Congress' simultaneous	
State Interest #1 - reducing the social costs associated with "gambling" or "casino gambling," "any measure of the effectiveness of the Government's attempt to minimize the social costs of gambling cannot ignore Congress' simultaneous encouragement of tribal casino gambling" "The operation of § 1304 and its attendant regulatory regime is so pierced by exemptions and inconsistencies that the Government cannot hope to exonerate it."	
exemptions and inconsistencies that the Government cannot hope to	
0.000.000	
12	
COMMEDIAL CREEN	
COMMERCIAL SPEECH	
Greater New Orleans	
"Accordingly, respondents cannot overcome the presumption	
that the speaker and the audience, not the Government, should be left to assess the value of accurate and non-misleading	
be left to assess the value of accurate and non-misleaulity	1

	_
SUMMARY	
DOJ Response	
73	
	1
SUMMARY	
DOJ Response	
ENFORCEABLITY OF 18 U.S.C. § 1392 Application of 18 U.S.C. § 1392 to prohibit the mailing of truthful advertising concerning lawful gambling operations (except as to state-operated lotteries in some circumstances) would violate the First Amendment. Accordingly, the Department of Justice will refrain from enforcing the statute with respect to such mailing.	
LETTER TO THE SPEAKER OF THE HOUSE OF REPRESENTATIVES September 25, 2000 This is to inform you of the Department of Justice's determination that, in light of governing	
This is to inform you of the Department of Justice's determination that, in light of governing Supreme Court precedent, the Department cannot constitutionally continue to apply 18 U.S.C. § 1302 to prohibit the mailing of truthful information or advertisements concerning certain lawful gambling operations.	
4.	
]
NEVADA	
5.011 Grounds for disciplinary action. The board and the commission deem any activity on the part of any licensee, his agents or employees,	

NEVADA	
NEVADA	
At the Hard Rock Hotel, we believe in your Monday Night	
Rights: Large quantities of prescription stimulants. Having	
wives in two states. The Big Score Football on Monday nights Tell your wives you are going; if they are hot, bring them	
along.	
92	
NEVADA	
NEVADA	
The Hard Rock Story	
,	
#	
NGC REGULATION 5.011	
NGC REGULATION 5.011	
Grounds for disciplinary action under 5.011 include:	
5.011(1)	
Failure to exercise discretion and sound judgment to prevent incidents which might reflect on the repute of the State of Nevada	
and act as a detriment to the development of the industry.	
5.011(4)	
Failure to conduct advertising and public relations activities in	
accordance with decency, dignity, good taste, honesty and inoffensiveness, including, but not limited to, advertising that is	
Through street and the property of the street of the stree	
false or materially misleading.	

In 2004, the Gaming Control Board tested that power when it filed a complaint against the Hard Rock Hotel.	
THE COMPLAINT: COUNT 1 Ad in Las Vegas Weekly: "There's always a temptation to cheat" Board: "This ad conveys that cheating at gaming, and lounging on piles of gaming cards and chips &	
THE COMPLAINT: COUNT 2 Las Vegas Weekly magazine ad: "At the Hard Rock Hotel, we believe in your Monday Night Rights: Large quantities of prescription stimulants. Having wives in two states. The Big Score Football on Monday nights Tell your wives you are going; if they are hot, bring them along." The Board: This ad conveys that possession of large quantities of prescription stimulants and having more wives than is legal is acceptable activity among Hard Rock's patrons in violation of NGC Reg. 5.011(1) and 5.011(4).	





HARD ROCK The Hard Rock found that this regulation was in violation of its 1st Amendment rights...

THE HARD ROCK'S RESPONSE...

"Regulation 5.011(4) is vague, ambiguous and overbroad, therefore unenforceable in the context for which enforcement is sought" "The advertisements described in the Complaint are forms of commercial speech protected by the First Amendment" The "Compliance Overview" cited by the Board did not address the type of advertising at issue here (it was meant to help employees deal with potentially objectionable 'contests and promotions') and was "not equivalent to a regulatory requirement."

THE HARD ROCK'S RESPONSE

The matter was settled with a \$300,000 fine and changes to the compliance plan and procedures for approving advertising.

NEVADA

Letters



	CAMING CONTROL GAMED GAMING CONTROL GAMED 1711 - College Annier, P.S. See 888, Caree Cay Steele 8752 3715 - Chargemon Pr. See 980, Long Novel 8762 3715 - Chargemon Pr. See 980, Long Novel 8762 3715 - Chargemon Pr. See 980, Long Novel 8762 3715 - Chargemon Pr. See 980, Long Novel 8762 3715 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3717 - Chargemon Pr. See 980, Long Novel 8762 3718 - Chargemo
NEVADA	October 15, 1999 Las Vegas (702) 486-2009
	90: ALL CAMENC LICENSESSE
Letters	SUBJECT: ADVERTISING CLAIMS
Letters	On Pebruary 14, 1994, the Board ment a letter descerning advertising claims to all nonrestricted licensees. Since that time, there have been unercope investigations conducted relative to these leases. This letter is ment to reaffire the Board's contribution on the sent or convertising claims made by licensees.
	The Beard continues to receive complaints which usually focus on certain scatch phrases or terms and as "consets along," ", best paylock," ", nost liberal not "consets and as "consets along, another selects, and the selects and cannot be supported with satisficial data.
	violations of Regulation States to investigate compilates or violations of Regulation S.01(4) short provides their all limited "Tailors to enodage advertising and public relations activities in section and their states activities in soft control of the states activities in section and their states activities in section and their states activities in section activities and operation. Licensees about ensure, pilor to release such of operation. Licensees about ensure, pilor to release activities of collisions of self-state on the self-state through factual sections.
	Licensees may contact the Operations Unit of the
	questions concerning this issue.
	Store Suchaine Store Suchaine Store Suchaine
	asymptotic and the second seco
	■ The state of th

QUESTION	
§ 1304. Broadcasting lottery information Whosev broadcasts by means of any radio or trainistion station for which a license is required by any law of the United States, or whosever, operating any such station, knowingly permits the broadcasting of, any advertisement of or information concerning any	
lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by meanier of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be fined under this title or imprisoned not more than one year, or both.	
 1 (337): Exceptions relating to entire indextreaments and other information and to State-conducted billatins (iii) The provisions of sections (337): 1032, 1033, 631 (348) and for all payls (ii) an advertisement, list of pinks, or other information concerning a listery conducted by a State acting under the authority of State law which its. 	
 (A) contained in a publication publication of that State or in a State with conducts such a lattery or (B) breadcast by a discord relationship state connected to a boston in State or a State which conducts such a lottery, or (C) an about/service of call for place, or other information concerning a lottery, off tenterprise, or similar 	
achieve, Order that one decorbed in paragraphs (1), that is authorized or not cofformase prohibited by the Blate in which it is conducted and which his— • (A), conducted by a motive openite agreement of any expensation or a government of any expensation or a post- • (B), conducted is a paragraph and analysis yet a commercial angeleptation and a clearly occasional and • (B) conducted any approximation analysis yet a commercial angeleptation and a clearly occasional and	
anchary to the primary boundess of this of organization. (iii) The provisions of sections 501; 1920, and 1933 shall not apply to the transportation or mailing (ii) In definess within a filter of exposured, thesis, or maintain concerning a fittings within a conducted (iii) and definess within a filter of exposured, the site, or maintain concerning a fittings within its conducted (iii) Lip as address within in footing copart of despirations. Calculate or maintain deliversed to be used within	
 If you have been a subsequent with a reverge country or exploration, to clear and country one one owner when the foreign country in a bulley which as a large to be place as with a foreign country. If you have been a propriet of this such a bulley which as a fail to find any country. If you have propriet of this such reverse in the propriet of the such a fail of the propriet of the such a fail of the propriet of the such a fail of the propriet of the such as a fail of the propriet of the such as a fail of the propriet of the such as a fail of the propriet of the	
Charley Minister and yet perspect country, contents, con	
sporting events or contests. For purposes of this section, the term a "not-for-profit organization" means any	89

