

# Alaska State Legislature



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## Representative Kevin Meyer District 30

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## Governor Signs Explicit Email Warning “ADV: ADLT” Warns About Pornographic Content

(JUNEAU) – Governor Frank Murkowski signed House Bill 82 into law on Thursday. Sponsored by Rep. Kevin Meyer (R-Anchorage), HB 82 requires anyone sending unsolicited commercial email with sexually explicit content to include the letters “ADV: ADLT” in the subject line.

“At least nine other states require this notification, and a number of other states have pending legislation like ours to require the warning,” Rep. Meyer said. “Now commercial business will know Alaska has the same requirements regarding sending sexually explicit commercial email.”

Rep. Meyer also said HB 82 not only warns commercial email recipients about sexually explicit content, but it also allows parents to keep such material from their children. Parents can set their email filter to block messages containing the “ADLT” notification.

“You can set up your filter to look for ‘ADLT,’ and if those letters show in the subject line, your computer won’t show that email at all,” Meyer said. “I think that’s probably the most powerful tool with this new law.”

Pornographic magazines and adult entertainment establishments require patrons to be 18 years of age or older. Sexually explicit material that travels through the U.S. Mail must have an opaque wrapper. Rep. Meyer said HB 82 gives similar requirements to sexually explicit commercial email.

“We already have measures in place to protect our kids from sexually explicit material when it’s in books or movies,” Meyer said. “This just brings electronic communication up to the same standards as other forms of communication as it pertains to sexually explicit material.”

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