PERMISSIBLE BURDEN OR CONSTITUTIONAL VIOLATION?
A FIRST AMENDMENT ANALYSIS OF CONGRESS' PROPOSED REMOVAL OF TAX DEDUCTIBILITY FROM TOBACCO ADVERTISEMENTS

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I. INTRODUCTION

The medical problems associated with smoking in the United States have reached epidemic proportions. Cigarettes are the nation's leading preventable cause of death and have given rise to the "most important public health issue of our time." Despite the serious health risks inherent in smoking, however, it is on the rise among the nation's young people. This increase is largely attributed to advertising, which has been an effective means for the tobacco industry to maintain its customer base and to recruit new smokers. Because of

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1 J.D. Candidate 2000, University of Pennsylvania; M.S.E. 1997, University of Pennsylvania; B.S.E. 1996, Duke University. This Comment is dedicated to my parents, Lou and Barbara Virelli, and to my brother, Chris Virelli, for their unending love and support. Special thanks to Professors Seth Krelmer and Frank Goodman for their insightful comments, Mary Sigler and all the editors of the Journal of Constitutional Law for their hard work and dedication, and to Andrew Morton for his assistance in bringing this issue to my attention. "[E]verything [led] up to this day, and it's just like any other day that's ever been." GRATEFUL DEAD, Black Peter, on WORKINGMAN'S DEAD (Warner Bros. Records Inc. 1970).

2 See Lawrence O. Gostin & Allan M. Brandt. Criteria for Evaluating a Ban on the Advertisement of Cigarettes, 269 JAMA 904, 905 ("[T]he state has a compelling interest in trying to reduce smoking.").


4 See John P. Pierce et al., Tobacco Industry Promotion of Cigarettes and Adolescent Smoking, 279 JAMA 511, 514 (1998) ("[T]obacco promotional activities influenced 54,454 ... adolescents (or 17% of the total population of this age) to experiment with cigarettes before they reached the age of 18 years."); John Schwartz, Smoking Rises Among College Students, PHILA. INQUIRER, Nov. 18, 1998, at A8 (stating that the number of college students who smoke grew by 28 percent between 1993 and 1997, with younger students being more likely to begin smoking than older ones).

5 See Botvin et al., supra note 2, at 218 ("Cigarettes are the most heavily promoted product in the country."); id. at 221 ("[R]esults indicate that exposure to cigarette advertising is significantly correlated with reported smoking behavior."); id. at 223 ("[E]vidence ... suggests that there may be a causal relationship between cigarette advertising and smoking initiation.").
their power to promote smoking, tobacco ads provide an opportunity for the government to effectively combat this national health epidemic.

The Internal Revenue Code allows companies to deduct all of their advertising costs as business expenses. This provision is particularly beneficial to tobacco companies, who in 1998 spent $4.6 billion on advertising. In order to mitigate the detrimental effects of tobacco ads, the Harkin Amendment—which decreased permissible deductions for tobacco ads to 50% of their total cost—was introduced in the Senate in 1993. Because the Harkin Amendment was defeated, however, its constitutionality was never formally examined.

In 2000, Congress is again considering a limitation on the tax deductible status of tobacco advertisements, this time in the form of a complete removal of such status (hereinafter “Proposal”). Despite the recent settlement of forty-six states’ claims against the tobacco industry, lawmakers continue to stress the importance of adopting federal anti-smoking legislation. Indeed, the states’ success in forcing tobacco com-

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5 See I.R.C. § 162 (1993) (allowing tobacco companies to deduct from their gross income the cost of tobacco advertising and promotional expenses).

6 See Diane E. Stover, Women, Smoking, and Lung Cancer, CHEST, Jan. 1998, at 1 ("Presently, the tobacco industry spends $4.6 billion yearly (that is, $12.6 million a day) on tobacco advertising.").


   The amount allowable as a deduction under this chapter for expenses relating to advertising or promoting cigars, cigarettes, smokeless tobacco, pipe tobacco, or any similar tobacco product shall not exceed 50 percent of the amount of such expenses which would (but for this section) be allowable as a deduction under this chapter.

Id.


10 See Barry Meter, Remaining States Approve the Pact on Tobacco Suits, N.Y.
panies to assume financial responsibility for tobacco-related health problems has fostered a political climate more conducive to such legislation. Congress' Proposal is a timely effort to build on the modest but significant achievement of the recent tobacco settlement and to curb tobacco use in the United States through federal regulation.

On November 20, 1998, forty-six states accepted a settlement agreement with four of the nation's five largest tobacco companies. The settlement prevents the states from bringing suit to recover Medicaid money spent treating smoking-related illnesses and grants the states a total of $206 billion over the next twenty-five years. The settlement eliminates tobacco advertisements on billboards and mass transit, and limits tobacco companies to one brand-name sponsorship per year, provided the event "does not involve a sports team, have paid participants who are underage or cater to a young audience." The settlement also requires tobacco companies to contribute $1.45 billion over the next five years to national anti-smoking campaigns. The deal does not, however, limit print, in-store, or combination advertising, and was described as weak by former Surgeon General Dr. C. Everett Koop. Many opponents of the settlement, including former Food and Drug Administration commissioner David Kessler, have criticized the agreement for being too lenient on the tobacco industry. In addition to some of the settlement's sub-

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11 See id. The four companies involved in the settlement were R.J. Reynolds Tobacco, Lorillard Tobacco, Brown & Williamson Tobacco, and Liggett & Myers. See id. Every state except Massachusetts also agreed to a settlement with U.S. Tobacco, a maker of smokeless tobacco products. See id.

12 See id.


14 See Gal Gibson, Tobacco Settlement: It's Unanimous, PHILA. INQUIRER, Nov. 21, 1998, at A1. It should be noted that the industry currently spends roughly $6 billion annually on advertising and marketing. The $1.45 billion contribution over five years and four companies to anti-smoking campaigns is a relatively insignificant part of each company's budget. See A Weak Tobacco Deal, N.Y. TIMES, Nov. 17, 1998, at A24 ("Tobacco companies would have no trouble shifting the nearly $6 billion a year they spend on marketing to formats that are not prohibited.").

15 Combination ads are defined here as ads in which an impermissible ad is included as part of an otherwise permissible advertisement. For example, a billboard for a convenience store that featured a sale price on cigarettes is herein considered a combination ad. The effect of the settlement on such advertisements will inevitably be a controversial matter of interpretation, and therefore is arguably a shortcoming of the agreement.

16 See Meier, supra note 10, at A1.

17 See No Deal: Behind-the-Scenes Tobacco Settlement Falls Short. Get Congress and the President Back into the Act, PHILA. INQUIRER, Nov. 18, 1998, at A22 ("There is
stantive inadequacies, many of its critics are also concerned that its presence will deter what they consider to be badly needed federal legislative treatment of the tobacco epidemic. President Clinton noted that "only the national government can take the full range of steps needed to protect our children from the dangers of tobacco."

In light of the building consensus concerning the need for strong federal anti-smoking initiatives, the question of whether and to what degree the First Amendment permits the federal government to legislate against tobacco advertising becomes more important. As the number of young American smokers continues to increase, the call for federal legislation limiting tobacco is likely to grow stronger. The constitutionality of restrictions on advertising and other forms of tobacco-related commercial speech are bound to come to the forefront of First Amendment jurisprudence.

Although critics of the Proposal maintain that it violates tobacco companies' right to free speech, this Comment argues that Congress' Proposal to remove tax deductible status from tobacco advertisements is an effective, constitutional means of combating a dangerous national epidemic.

Tobacco companies and their supporters object to Congress' Proposal on the ground that it violates the companies' First Amendment right to freedom of speech. Specifically,
opponents claim that the Proposal is unconstitutional in two ways. First, they maintain that it violates the First Amendment's protection of commercial speech that has "evolved over the past quarter century." Second, they claim that the Proposal fails to provide this speech with the "protection from government taxation or regulation" that they insist is integral to free speech principles. Proponents of the Proposal, however, contend that the restriction will be an effective means of curtailing tobacco advertisements and will therefore help reduce smoking. They insist that the removal of tax deductibility is constitutional because it satisfies the Court's test for evaluating regulations of commercial speech and because it is a constitutionally permissible use of the government's taxing power to burden such speech.

This Comment evaluates Congress' Proposal in light of this constitutional debate. Part II traces the development of commercial speech doctrine, outlining the current state of the doctrine as it pertains to advertisements, particularly those for tobacco products. Part III evaluates Congress' Proposal in light of modern commercial speech doctrine and demonstrates that the Proposal does not violate the controlling test for commercial speech regulation established in Central Hudson Gas & Electric Corp. v. Public Service Commission. More specifically, this Part addresses the Proposal's constitutionality with respect to two different "substantial government interests" and determines that the government interest in reducing smoking does not pass the Central Hudson test as clearly as an expressive government interest in condeming the tobacco industry's irresponsible business practices. Part IV considers taxation under the First Amendment, concluding that the current Proposal is not restricted by either free speech principles or Supreme Court precedent prohibiting the 

Honorable Henry J. Hyde, Chairman. House Judiciary Committee 1 (May 26, 1998) (on file with University of Pennsylvania Journal of Constitutional Law) [hereinafter Memorandum]. The First Amendment to the Constitution provides that "Congress shall make no law . . . abridging the freedom of speech, or of the press . . . ." U.S. CONST. amend. I.

22 Memorandum, supra note 22, at 1.
24 Id.
25 See Cohen, supra note 9, at 5.
26 See id. at 3-5.
27 Proponents cite Cammarano v. United States, 358 U.S. 498 (1959), and Regan v. Taxation with Representation of Wash., 461 U.S. 540 (1983), to support their argument that reapplying tax liability to tobacco advertisements is not invidious content discrimination against speech and therefore is not subject to strict scrutiny. See Cohen, supra note 9, at 1-3.
taxation of speech. Congress' Proposal represents a creative and constitutionally permissible device for diluting the tobacco industry's most effective means of promoting its products. It should therefore be upheld as a constitutionally permissible regulation of commercial speech and an appropriate use of Congress' taxing power.

II. THE DEVELOPMENT OF COMMERCIAL SPEECH DOCTRINE

The nation's Founders considered free speech a critical and defining characteristic of the new government, as evidenced in the First Amendment to the Constitution, which states that "Congress shall make no law... abridging the freedom of speech..." Since the adoption of the First Amendment, philosophers have echoed the Founders' sentiment that the freedom to express one's views and engage in open political and social debate is a cornerstone of American democracy.

A. The History of Commercial Speech in the Supreme Court

The Supreme Court has established varying degrees of protection for different categories of speech. Political speech, for example, has been afforded the strongest First Amendment protection, while other forms of speech, including com-

29 U.S. CONST. amend. I.
30 See, e.g., JOHN STUART MILL, ON LIBERTY 75 (Gertrude Himmelfarb ed., Penguin Books 1982 (1859)) ("No argument... can now be needed against permitting a legislature or an executive, not identified in interest with the people, to prescribe opinions to them and determine what doctrines or what arguments they shall be allowed to hear."). In his legendary dissent in Abrams v. United States, 250 U.S. 616 (1919), Justice Oliver Wendell Holmes argued:
[When men have realized that time has upset many fighting faiths, they may come to believe even more than they believe the very foundations of their own conduct that the ultimate good desired is better reached by free trade in ideas—that the best test of truth is the power of the thought to get itself accepted in the competition of the market, and that truth is the only ground upon which their wishes safely can be carried out. That at any rate is the theory of our Constitution.
Id. at 630; see also ALEXANDER MEIKLEJOHN, POLITICAL FREEDOM 26 (1965) ("As the self-governing community seeks, by method of voting, to gain wisdom in action, it can find it only in the minds of its individual citizens. If they fail, it falls. That is why freedom of discussion for those minds may not be abridged."). Some modern constitutional scholars have even advocated expanding the right of free speech to promote a goal of social equality. See R. GEORGE WRIGHT, SELLING WORDS: FREE SPEECH IN A COMMERCIAL CULTURE 16 (1997) ("Our best understanding of freedom of speech may emphasize... the need to protect the speech of the outcast and the relatively powerless."). This expansive view further demonstrates the degree of influence and authority afforded the principle of free speech in American government. See id. at 35-36.
mercial speech, have been denied such protection.\textsuperscript{31} After initially denying First Amendment protection to commercial speech, however, the Court later distinguished forms of speech that were not wholly commercial in nature,\textsuperscript{32} ultimately recognizing that even purely commercial speech merits some First Amendment protection.\textsuperscript{33} In \textit{Central Hudson}, the Court developed a four-part test that remains the controlling standard for determining the constitutionality of commercial speech regulations.\textsuperscript{34} The validity of Congress' proposed removal of tax deductibility from tobacco ads depends on its surviving the \textit{Central Hudson} test, an analysis that first requires an understanding of the development of modern commercial speech doctrine.

1. \textit{Commercial Versus Noncommercial Speech}

The justification and scope of commercial speech doctrine depend on the validity of the distinction between commercial and noncommercial speech. As an initial matter, the text of the First Amendment does not distinguish between the two forms of expression, indicating that the Framers did not consider them separately.\textsuperscript{35} Critics of commercial speech doctrine have accordingly characterized the Court's eventual distinction as "an artificial one,"\textsuperscript{36} arguing that First Amendment protection should be granted equally to commercial and noncommercial speech.\textsuperscript{37}


\textsuperscript{32} See New York Times Co. v. Sullivan, 376 U.S. 254, 266 (1964) (holding that paid nature of publication does not render it "commercial").


\textsuperscript{35} See, e.g., MICHAEL G. GARNER, ADVERTISING AND THE FIRST AMENDMENT 8 (1989) ("Our framers understood that it makes no difference from the standpoint of free speech and self-government whether information appears in a news column or in a paid advertisement.") (internal quotation marks omitted); \textit{see also} Brian J. Waters, Comment, \textit{A Doctrine in Disarray: Why the First Amendment Demands the Abandonment of the Central Hudson Test for Commercial Speech} 27 SETON HALL L. REV. 1626, 1647 (1997) ("[T]here is little evidence to suggest that commercial speech was singled out by the Framers for separate treatment under the First Amendment.").

\textsuperscript{36} Waters, \textit{supra} note 35, at 1647.

\textsuperscript{37} See 44 Liquormart, Inc. v. Rhode Island, 517 U.S. 484, 523 n.4 (Thomas, J.)
Despite the absence of a textual distinction between commercial and noncommercial speech, the historical circumstances surrounding the adoption of the First Amendment indicate that commercial speech was not the focus of the Framers' concern. In light of Madison's observation that the First Amendment is "the essential difference between the British Government and the American Constitutions," the Amendment seems to reflect the Colonists' adverse reaction to their lack of political influence over Britain before the Revolution, suggesting that the amendment's primary purpose was to protect an individual's freedom to engage in open political discourse. According to Alexander Meiklejohn, "[a]s the self-governing community seeks, by method of voting, to gain wisdom in action, it can find it only in the minds of its individual citizens . . . . That is why freedom of discussion for those minds may not be abridged." Note that both of these commentaries focus solely on the protection of political speech. In the absence of evidence that the Framers also considered commercial speech, there is little historical basis for reading the First Amendment to include commercial speech protection.

In addition to the historical argument, there is also a practical distinction between commercial and noncommercial, or political, speech. An individual's right to conduct business as he or she pleases has long been a source of legislative restrictions. Moreover, there are different social costs associated with the regulation of commercial and noncommercial speech: governmental restrictions on political speech are potentially more dangerous to the national welfare and iden-

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39 See EDWIN ROME & WILLIAM H. ROBERTS, CORPORATE AND COMMERCIAL FREE SPEECH 36 (1985) ("Free speech is essential . . . to . . . decision making in a democratic system.").

40 MEIKLEJOHN, supra note 30, at 26.

41 See WRIGHT, supra note 30, at 57 ("We should not be as distrustful of government's ability to regulate reasonably all commercial speech as of its ability to regulate fairly the speech of the government's own rival political parties, political movements, and political ideologies."); see also Martin H. Redish, Tobacco Advertising and the First Amendment, 81 IOWA L. REV. 589, 606 (1996) ("One could argue, however, that governmental motivation for suppression is considerably more suspect when political speech is suppressed . . . .").

42 See, e.g., West Coast Hotel Co. v. Parrish, 300 U.S. 379, 398 (1937) (upholding a state minimum wage law and inaugurating the era of judicial deference regarding economic policy making).
tity than are limitations on commercial speech. These differences support evaluating government regulations of commercial and noncommercial speech differently.

Finally, Martin Redish has offered a three-part justification that combines elements of various justificatory theories for the differential protection of commercial and noncommercial speech. Redish maintains that commercial speech regulation is less problematic with respect to First Amendment principles because (1) "commercial speech does not foster First Amendment values in the same manner as do more traditional categories of expression;" (2) "commercial speech gives rise to regulatory problems not presented by other types of expression;" and (3) "commercial speech is less vulnerable to improper or abusive regulatory pressures than are other forms of expression." Redish's third point captures the Court's reasoning in *Virginia State Board of Pharmacy v. Virginia Citizens' Consumer Council,* where the Court distinguished commercial speech as harder than noncommercial speech and therefore better able to withstand government regulation. These historical, practical, and precedential justifications for treating commercial and noncommercial speech differently are reflected in modern commercial speech doctrine.

2. Is Commercial Speech Worthy of First Amendment Protection?

Since determining that commercial speech is distinct from noncommercial speech, the Court has struggled to identify an appropriate constitutional standard for evaluating commercial speech regulations. Initially, the Court provided no constitutional protection whatsoever for commercial speech. In *Valentine v. Chrestensen,* a submarine owner distributed

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43 See Steven M. Cohen, Note, A Tax on Advertising: First Amendment and Commerce Clause Implications, 63 N.Y.U. L. Rev. 810, 814-15 n.32 (1988) ("[T]he incentives and the resources to correct a commercial falsehood may not be as great as the motivation to counter a political falsehood.").
44 See Redish, supra note 41, at 594.
45 Id.
47 See id. at 771-72 n.24 ("[T]he greater objectivity and hardness of commercial speech, may make it less necessary to tolerate inaccurate statements for fear of silencing the speaker.").
49 316 U.S. 52 (1942).
advertising fliers in violation of a sanitation code ordinance prohibiting public dissemination of commercial handbills. Although the opposite side of the fliers contained a noncommercial protest statement against the New York City Dock Department, the Court denied the advertisements First Amendment protection because it determined that the only reason for the inclusion of the political speech was to circumvent the ordinance. In denying First Amendment protection for the handbills, the Court focused not on the expressive interests of the speaker, as in cases involving political speech, but on the value of the information to its intended audience. This focus is consistent throughout the Court's development of its commercial speech doctrine and distinguishes it from standard First Amendment analysis.

The importance of commercial speech's value to its audience was emphasized in *New York Times Co. v. Sullivan*, a case in which the City Commissioner of Montgomery, Alabama claimed that he had been libeled by an advertisement in the *New York Times*. The Court held that the advertisement, which was primarily political in content, was noncommercial, despite the fact that it had been purchased from the *Times*. The Court protected the ad without specifically overruling *Valentine*, focusing on the value of the political content of the advertisement—which was sufficient to justify protecting the speech under the First Amendment—rather than on the commercial content of the speech.

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50 See id. at 55 (finding that the "Constitution imposes no such [First Amendment] restraint on government as respects purely commercial advertising . . . [because] the affixing of the protest against official conduct to the advertising circular was with the intent, and for the purpose, of evading the prohibition of the ordinance").


53 See id. at 256.

54 See id. at 266 ("[I]f the allegedly libelous statements would otherwise be constitutionally protected from the present judgment, they do not forfeit that protection because they were published in the form of a paid advertisement."). The Court later narrowed slightly its position in *New York Times* when it ruled that paid ads promoting illegal commercial activity are not protected by the First Amendment. See *Pittsburgh Press Co. v. Pittsburgh Comm'n on Human Relations*, 413 U.S. 376 (1973). The *Pittsburgh Press* ruling can be distinguished from *New York Times* because it focused on the commercial content of the advertisement, not simply the fact that it had been paid for, to characterize the speech as commercial for purposes of the First Amendment.

55 See *New York Times*, 376 U.S. at 266; see also Halberstam, supra note 51, at 780 (interpreting the holding of *New York Times* to mean that "commercial speech would be protected as long as there was sufficient interest in its content").
The Court first extended First Amendment protection to purely commercial speech in *Bigelow v. Virginia*. In analyzing an ad for abortions, the Court justified some constitutional protection for commercial speech, determining that "[t]he relationship of speech to the marketplace of products or of services does not make it valueless in the marketplace of ideas." Specifically, the Court focused on the value of the information in the advertisement and determined that it was worthy of First Amendment protection despite its commercial qualities. *Bigelow* did not, however, explicitly overrule *Valentine*. The Court instead distinguished *Valentine* and justified protecting commercial speech on the grounds that the audience had a right to the specific information in the advertisement.

3. Commercial Speech Is Worthy of First Amendment Protection

A year after *Bigelow*, the Court in *Virginia State Board of Pharmacy* recognized a common-sense difference between commercial and noncommercial speech and adapted its holding in *Valentine*, stating that "in some circumstances speech of an entirely private and economic character enjoys the protection of the First Amendment." The Court granted commercial speech some constitutional protection because it determined that the listener has a First Amendment right to receive commercial as well as political information; it re-

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56 421 U.S. 809 (1975); see also Halberstam, *supra* note 51, at 781 (1999) (stating that *Bigelow* was "the first time the Court held that a legislative prohibition on commercial speech violated the First Amendment").

57 *Bigelow*, 421 U.S. at 826.

58 See id. at 829; see also Halberstam, *supra* note 51, at 781 ("[T]he Court held that the valuable opinion and information accompanying the proposal in *Bigelow* were entitled to First Amendment protection.").

59 Compare *Bigelow*, 421 U.S. at 822 (holding that the statute was unconstitutional because it restricted speech that did more than propose a commercial transaction), with *Valentine v. Chrestensen*, 316 U.S. 52, 54 (1942) (holding that the First Amendment does not protect "purely commercial advertising").


61 Id. at 763 n.17.

62 See id. at 763-64 (stating that society may have a strong interest in the dissemination of commercial information); see also *Kleindienst v. Mandel*, 408 U.S. 753, 762-63 (1972) (emphasizing the listener's right to hear as an important part of First Amendment analysis). The listener's interest in protecting commercial speech is the only justifiable grounds for the Court's decision in *Virginia Pharmacy* because other defensible motivations for protecting speech, such as political utility and personal dignity, are not threatened by commercial speech restrictions. See *KAPLAR*, *supra* note 8, at 55.
tained the distinction between commercial and noncommercial speech, however, determining that commercial speech is more objective and durable than noncommercial speech and is therefore less likely to be silenced by regulation.63

After Virginia Board, the Court used the distinction between commercial and noncommercial speech to deny commercial speech First Amendment protection in a variety of contexts. Recognizing that commercial speech is incidental to commercial activity,64 the Court determined that, since commercial activity is subject to regulation, commercial speech should likewise be subject to governmental restrictions.65 The Court did not, however, entirely abandon consideration of the value of commercial speech to its audience. In Bates v. State Bar of Arizona,66 the Court struck down as overbroad a restriction on attorney advertising, despite findings that the advertising at issue was inherently misleading,67 because the value of the information to the consumer was seen to outweigh the potential social damage from misleading advertising.68

Although by 1979 the Court had established that commercial speech was generally worthy of at least some First Amendment protection, it was unable to establish clear and consistent standards for determining when and to what extent protection should be granted. The uncertainty of these standards led to the development of the four-part test articulated in Central Hudson Gas & Electric Corp. v. Public Service Commission69 to determine the constitutionality of commercial speech regulations.

4. The Central Hudson Test

In Central Hudson, the Court struck down a statute prohibiting advertising and other promotional activities designed

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64 See Friedman v. Rogers, 440 U.S. 1, 10 n.9 (1979) ("Commercial speech is linked inextricably to commercial activity . . . .").
65 See Ohralik v. Ohio State Bar Ass'n, 436 U.S. 447, 455-56 (1978) (recognizing the "distinction between speech proposing a commercial transaction, which occurs in an area traditionally subject to government regulation, and other varieties of speech").
67 See id.
68 See id. at 381-82; see also NAACP v. Button, 371 U.S. 415, 437 (1963) (holding that Virginia's limitation on attorney solicitation violated the First and Fourteenth Amendments).
to increase electricity consumption. The Court followed precedent establishing that commercial speech is deserving of something less than the full First Amendment protection afforded noncommercial speech and developed a four-part test to evaluate the constitutionality of commercial speech regulations. The test stated that regulation of (1) non-misleading, legal, commercial speech requires (2) a substantial government interest; if such an interest exists, the regulation must (3) directly advance that government interest, and (4) be no more extensive than necessary to serve that interest.

The Central Hudson test has been interpreted in various ways. In Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico, the Court considered a First Amendment challenge to a regulation banning gambling advertisements aimed at Puerto Rican residents. After establishing that the advertisements were neither illegal nor misleading, the Court deferred to Congress' judgment, applying a reasonableness test and finding that the statute satisfied the fourth prong of the Central Hudson test. The Court reasoned that because Congress has the power to ban gambling altogether, it must also be able to take the less drastic measure of banning gambling advertisements.

The Central Hudson test was reinterpreted in 44 Liquormart, Inc. v. Rhode Island, which involved a First Amendment challenge to a Rhode Island statute banning alcohol price advertisements. Writing for a plurality, Justice Steven...
ens explained that neither the common sense distinction between commercial and noncommercial speech nor the increased durability of commercial information could justify the deferential standard of review applied in Posadas. According to Stevens, a complete ban on alcohol advertising could be justified only by "strong evidence" that the ban would substantially advance the government's interest in promoting temperance. Stevens thus called for a "more stringent constitutional review . . . appropriate for the complete suppression of truthful, nonmisleading commercial speech." The plurality rejected the greater-includes-the-lesser logic from Posadas and determined that the regulation was not a "reasonable fit" with the government's interest under Central Hudson's fourth prong. The plurality's opinion in 44 Liquor...

Commercial speech regulation, but interpreted the test differently. These cases are not relevant to an overview of the commercial speech doctrine because they do not represent a significant doctrinal departure from earlier cases, and they are considered in the following Part's application of Central Hudson to Congress' Proposal. See discussion infra Part III.

81 Plurality opinions do not carry the full force of precedent. When a divided Court rules on a case, "the holding of the Court may be viewed as that position taken by those members who concurred in the judgments on the narrowest grounds." See Marks v. United States, 430 U.S. 188, 193 (1977) (quoting Gregg v. Georgia, 428 U.S. 153, 169 n.15 (1976) (opinion of Stewart, Powell, and Stevens, JJ.)). "Consequently, under Marks the decision [in Posadas] may be viewed as being based on Central Hudson's fourth prong and nothing more." Costello, supra note 73, at 689 n.31.

82 See 44 Liquormart, Inc., 517 U.S. at 502 (deciding that despite its greater durability, bans on commercial speech should not be treated with "added deference").

83 Id. at 508. It is important to note that 44 Liquormart did not overrule Posadas' finding that the government had a substantial interest in protecting the health and well-being of its residents. See Costello, supra note 73, 721 n.245. Furthermore, "the more demanding application of the third prong [as used in 44 Liquormart] is not triggered unless there is a total or blanket prohibition on commercial speech." Id. at 732. Commentators have connected this application to the goals of the Court:

When the government regulates, but does not completely ban, commercial messages to protect consumers from misleading, deceptive, or aggressive sales practices or requires the disclosure of beneficial consumer information, the Supreme Court uses a less stringent, more deferential standard of review. Here, the government is not seeking to censor relevant consumer information, but is helping assure that the message conveyed informs, rather than deceives, consumers about health risks.

Lawrence O. Gostin et al., FDA Regulation of Tobacco Advertising and Youth Smoking: Historical, Social, and Constitutional Perspectives, 277 JAMA 410, 413 (1997) (internal quotation marks omitted).

85 See 44 Liquormart, 517 U.S. at 511-12.

86 See id. at 507. The "reasonable fit" language to describe the fourth prong of the Central Hudson test was first used in Board of Trustees of the State Univ. of N.Y. v. Fox, 492 U.S. 469, 480 (1989). 44 Liquormart did not address the standard of review to be used for various restrictions on commercial speech, except to affirm the Central Hudson test as the standard of constitutional review in commercial speech cases. See Diane Ritter, The First Amendment, Commercial Speech and the Future of Tobacco
uormart, however, was only one of many opinions in the case and created considerable confusion about the future application of Central Hudson. 87

The Court alleviated some of the confusion created by 44 Liquormart in Greater New Orleans Broadcasting Ass'n v. United States, 88 which reconciled a split in the lower courts concerning the constitutionality of 18 U.S.C. § 1304, a statute that "prohibit[ed] radio and television broadcasting . . . of 'any advertisement of . . . any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance . . . ." 89 In a per curiam decision, the Court applied the Central Hudson test and found the statute too broad and riddled with exceptions to pass First Amendment scrutiny. Section 1304, according to the Court, did not directly or materially advance the government's interest in curtailing gambling, 90 nor was it a reasonable fit with that goal. 91 Adopting a stricter, less deferential standard of review

87 Justice Scalia filed a concurring opinion in which he urged the Court to look to state legislative practices at the time of the ratification of the First Amendment in order to determine whether Rhode Island's statute violated the right to free speech. See 44 Liquormart, 517 U.S. at 517-18 (Scalia, J., concurring). Justice O'Connor, also concurring, offered direct regulation of alcohol as an alternative means of achieving the state's goal. See id. at 530 (O'Connor, J., concurring) (finding that the regulation was not narrowly tailored because there were less restrictive measures available, such as the direct regulation of alcohol). Justice Thomas, concurring in part, strongly advocated the equal treatment of commercial and noncommercial speech. He argued that because banning the product itself is always a more narrowly tailored means of furthering the state's interests, prohibiting advertising is always unnecessary and therefore unconstitutional under Central Hudson. See id. at 518 (Thomas, J., concurring); see also Kathleen Sullivan, Cheap Spirits, Cigarettes, and Free Speech: The Implications of 44 Liquormart, 1996 Sup. Ct. Rev. 123, 141 ("Justice Thomas would hold that suppressing advertising is always an impermissible means of suppressing demand for a good or service.").


89 Compare Greater New Orleans Broad. Ass'n v. United States, 149 F.3d 334 (5th Cir. 1998) (holding that a statute prohibiting broadcast of ads for gambling was a valid limitation on speech even after 44 Liquormart), with Valley Broad. Co. v. United States, 107 F.3d 1328 (9th Cir. 1997) (finding that broadcast ban on gambling ads violates the First Amendment), cert. denied, 522 U.S. 1115 (1998), and Players Int'l. Inc. v. United States, 988 F. Supp. 497 (D.N.J. 1997) (holding that a statutory ban on the broadcast of casino gambling ads violates the First Amendment).


91 See id. at 1934 ("[T]here was 'little chance' that the speech restriction could have directly and materially advanced its aim, 'while other provisions of the same Act directly undermine[d] and counteract[ed] its effects.'" (quoting Rubin v. Coors Brewing Co., 514 U.S. 476, 489 (1995))).

92 See id. at 1935 (finding that "decisions that select among speakers conveying virtually identical messages are in serious tension with the principles undergirding the First Amendment").
than that employed in *Posadas*, the Court in *Greater New Orleans Broadcasting* invalidated § 1304 as a violation of the First Amendment and helped clarify the scope of the *Central Hudson* test after *44 Liquormart*.93

*Greater New Orleans Broadcasting* did not diminish the importance of *Central Hudson* in evaluating commercial speech regulations. While it implied a stricter standard for reviewing commercial speech restrictions than *Central Hudson*, *Greater New Orleans Broadcasting* spoke specifically to a broad statute laden with exceptions and internal contradictions.94 Statutes that are narrower or free from such contradictions remain subject to the *Central Hudson* test as interpreted before *Greater New Orleans Broadcasting*, particularly the third and fourth prongs of the test—most closely and frequently analyzed by the Court in determining the constitutionality of commercial speech regulations.

**B. Application of Central Hudson’s Third and Fourth Prongs**

1. Central Hudson’s “Materially Advance” Standard

The third prong of the *Central Hudson* test originally required that, in order to pass First Amendment review, a regulation must “directly advance” a substantial government interest.95 In the first cases to apply *Central Hudson*, however, the original language was interpreted to articulate a reasonableness test for determining the validity of commercial speech regulations.96 In *Metromedia, Inc. v. San Diego*,97 for example, the Court deferred to local lawmakers’ determination that a ban on billboard advertising would enhance traffic safety, upholding the statute on the basis that “[t]here is nothing [in the statute] to suggest that these [lawmakers’] judgments are unreasonable.” This deferential standard was echoed in *Posadas*99 and welcomed by scholarly com-

93 See id.
94 For instance, § 1307 of the statute contained a long list of gambling advertisements that were not subject to § 1304’s legislative ban. See id. at 1927-28 (excluding, among others, Indian gaming and state lotteries from § 1304’s scope). The presence of these exceptions indicated that the statute did not constitute a “reasonable fit” with Congress’ stated goal of discouraging gambling. See id.
98 Id. at 509.
99 See *Posadas*, 478 U.S. at 342 (“[T]he legislature’s belief [that advertising would
The Court has recently begun to retract the Posadas standard, however, in favor of demanding a closer relationship between a challenged regulation and an asserted government interest. In Edenfield v. Fane, a statute forbidding in-person solicitation by accountants was struck down because the government did not prove on the record that the prohibition "materially advance[d]" the government's interest in protecting accountants' professional integrity. The Court found that purely prophylactic rules, that is, rules that fail the "materially advance" standard, are only appropriate where commercial speech is likely to mislead.

Despite the Court's apparent desire, evidenced in Edenfield and 44 Liquormart, to scrutinize commercial speech regulations more carefully, it distinguished advertising restrictions from other commercial speech regulations in United States v. Edge Broadcasting Co., observing that "the Government may be said to advance its purpose [of reducing gambling] by substantially reducing lottery advertising, even where it [the advertising] is not wholly eradicated." Notwithstanding Edenfield's finding that purely prophylactic rules do not satisfy Central Hudson's third prong, Edge Broadcasting found that restricting gambling ads directly affects demand, thereby materially advancing the government's interest in reducing gambling. Edge Broadcasting thus rep-

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100 See, e.g., Wright, supra note 30, at 72 ("We have every reason to believe that commercial speakers can generally take care of their own interests without rigorous free speech protection, beyond a requirement that the regulation be reasonable.").


102 See id. at 770-71 ("[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. "); Ibanez v. Florida Dept. of Bus. and Prof'l Regulation, Bd. of Accountancy, 512 U.S. 136, 143 (1994) (same).

103 See Edenfield, 507 U.S. at 774 (stating that a "preventative rule was justified only in situations inherently conducive to overreaching and other forms of misconduct") (internal quotations omitted).

104 As indicated above, Justice Stevens attempted to raise the standard for upholding commercial speech regulations even further when he interpreted Central Hudson's third prong to require "strong evidence" that a ban on alcohol price ads will advance the State's goal of promoting temperance. See 44 Liquormart, Inc. v. Rhode Island, 517 U.S. 484, 505 (1996); see also discussion supra Part IIA.4. Justice Stevens' opinion, however, represented only a plurality of the Court and was not based on the issue of material advancement. See Costello, supra note 73, at 687-88 n.31. Given 44 Liquormart's questionable authority, it would be premature to consider it controlling in a case involving a mere restriction, rather than a complete ban, on commercial speech.


106 Id. at 434.
represented an exception to the strict review promoted in *Edenfield* and *44 Liquormart* for the evaluation of advertisements for socially disfavored activities.

After establishing that advertising regulations are sometimes due more deference under *Central Hudson*, the Court tightened its scrutiny of statutes whose enforcement was deemed suspect under *Edenfield*'s material advancement standard. In *Rubin v. Coors Brewing Co.*, the Court determined that a ban on the inclusion of alcohol content on beer labels did not materially advance the government interest in frustrating strength wars among breweries because the statute was replete with exceptions and internal contradictions. In *Rubin*, and again in *Greater New Orleans Broadcasting*, the Court implied that not only must a regulation be aimed at a substantial government interest in order to be considered constitutional, it must also have some probability of achieving that interest. Such statements represent a significant departure from the “reasonableness” standard of *Metromedia* and *Posadas*.

The combined effect of *Edge Broadcasting*, *Edenfield*, and *Rubin* suggests that, while a regulation designed to restrict advertising for a socially disfavored activity will receive a more lenient standard of review, a regulation rife with exceptions and internal contradictions will be invalidated under *Central Hudson*’s “materially advance” standard.

### 2. Central Hudson’s Fourth Prong

The fourth prong of *Central Hudson* was dramatically altered by the Court’s decision in *Board of Trustees of the State University of New York v. Fox*. The Court in *Fox* interpreted *Central Hudson*’s “not more extensive than is necessary” language to require “a fit [between the regulation and the interest it purports to serve] 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.'”

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108 See id. at 489. ("There [was] little chance that [the speech restriction could have] directly and materially advance[d] its aim, while other provisions of the same Act directly undermine[d] and counteract[ed] its effects.").
110 See id. at 1994 (stating that there must be more than a "little chance" that the restriction could advance the asserted interest); see also *Rubin*, 514 U.S. at 489.
112 Id. at 480 (quoting *In re R.M.J.*, 455 U.S. 191, 203 (1982)).
Fox's deferential standard of review was challenged in City of Cincinnati v. Discovery Network,113 where the Court struck down a city ban on newsracks displaying particular publications. The ban was adopted on the premise of improving the aesthetics and safety of city sidewalks, but was struck down as an unreasonable means of achieving the City's stated goals. In a very narrow holding, the Court determined that "the fact that the regulation 'provided only the most limited incremental support for the interest asserted,' that it achieved only a 'marginal degree of protection' for that interest— supported [the Court's] holding that the prohibition was invalid." The Court invalidated the regulation because it bore virtually no relation to the asserted government interest, raising doubts about whether mere reasonableness would be sufficient to satisfy Central Hudson's fourth prong.114

The reasonable fit standard of Fox was reaffirmed, however, in Florida Bar v. Went For It, Inc.115 The Court in Florida Bar upheld a statute banning attorneys from participating in direct mail solicitation of accident victims. Despite the harsh implications for commercial speech inherent in a regulatory ban, the Court nonetheless found that the statute was a reasonable fit with the state's interest in protecting accident victims from unnecessary stress and invasions of privacy, noting that it had "made clear that the 'least restrictive means' test has no role in the commercial speech context."116 Although seemingly just a reaffirmation of established doctrine, Florida Bar proved significant to the future of regulatory limitations on commercial speech. While the Court in 44 Liquormart seemed inclined to alter the reasonable fit test to mirror something like a more stringent "least restrictive means" test,117 Florida Bar's clear support for a reasonable fit stan-

114 Id. at 427 (emphasis added) (citations omitted).
115 See id.
117 See id. at 632 (citing Fox, 492 U.S. at 480).
118 See 44 Liquormart, Inc., 517 U.S. at 507 ("The State also cannot satisfy the requirement that its restriction on speech be no more extensive than necessary. It is perfectly obvious that alternative forms of regulation that would not involve any restriction on speech would be more likely to achieve the State's goal of promoting temperance.").

The Court in 44 Liquormart seemed to imply that the presence of any means of achieving the state's goals other than restricting speech would obviate any justification for a speech restriction. This "exhaustion of alternative means" theory is directly analogous to the "least restrictive means" test denounced in Florida Bar. However, the fact that 44 Liquormart was a plurality decision eliminates the problem of determining whether the Court intended to overrule Florida Bar. Instead, the regulation at issue in 44 Liquormart can be distinguished from the Proposal because it
standard for regulatory bans on speech forces the Court to maintain at least the principle of deference to the legislature.

Lower court decisions since 44 Liquormart have emphasized the importance of the distinction between legislative bans and mere restrictions on commercial speech under the fourth prong of Central Hudson. Lower courts have adopted an even more deferential standard than the one applied in Fox for determining whether a reasonable fit exists between a regulation and a substantial government interest, upholding various statutes imposing restrictions on alcohol and tobacco advertisements.119 The restrictions were found to be a reasonable fit under Central Hudson because they limited advertisements geographically, primarily to areas where children were unlikely to see them, and, unlike the ban on commercial speech in 44 Liquormart, did not interfere with the exchange of important information.120 The circuit courts distinguished 44 Liquormart and refrained from applying strict First Amendment scrutiny to the challenged regulations because they were restrictions rather than bans on commercial speech.121

Central Hudson's fourth prong has not changed significantly since Fox, but has yet to be applied to a restriction such as that suggested in Congress' anti-tax deduction Proposal.

dealt with a prohibition, rather than merely a restriction, on commercial speech, a distinction that has proven to be important within commercial speech doctrine.

The Court in Rubin v. Coors Brewing Co. also used language that seemed to imply the adoption of a least restrictive means test, but this reasoning did not factor into the final decision, and therefore is not clearly instructive with regard to the Proposal. See Redish, supra note 41, at 623 (claiming that the Court in Rubin seemed to be moving the fourth prong of the Central Hudson test, the "reasonable fit" analysis, back toward a "least restrictive means" test). In addition, Rubin, like 44 Liquormart, involved a prohibition of speech rather than the type of restriction being contemplated by the Proposal. Both of these differences make the reasoning in Rubin less helpful in analyzing the Proposal's constitutionality.

Both Rubin and 44 Liquormart should be considered with caution by proponents of Congress' Proposal, however, because they indicate exactly how, in the future development of the commercial speech doctrine, "[t]he narrow tailoring inquiry can be continued indefinitely by unsympathetic courts." Wright, supra note 30, at 100.


120 See Anheuser-Busch, Inc., 101 F.3d at 327-28; Penn Adver. of Baltimore, Inc., 101 F.3d at 333.

121 See Anheuser-Busch, Inc., 101 F.3d at 328; Penn Adver. of Baltimore, Inc., 101 F.3d at 333.
III. THE ANTI-TAX DEDUCTION PROPOSAL UNDER CENTRAL HUDSON

Congress' Proposal to withdraw tax-deductible status from tobacco advertisements comports with constitutional standards for permitting commercial speech restrictions. To the extent that tobacco ads are misleading, they may be ineligible for First Amendment protection. Alternatively, even if tobacco ads are not misleading, Congress' Proposal still satisfies the Central Hudson test for evaluating the constitutionality of regulations aimed at nonmisleading commercial speech.

The Court has consistently treated advertising as purely commercial speech and has recognized as substantial the government's interest in protecting the health, safety, and welfare of its citizens. Congress' proposed advertising restriction "materially advances" this interest by frustrating the activity being advertised and represents a "reasonable fit" with the government's interest in combating smoking. Moreover, because the Proposal is a restriction rather than a ban on commercial speech, it is a rational means of achieving the government's desired ends. Finally, even if Congress' proposal does not satisfy all the elements of the Central Hudson test, it is a reasonable fit with the government's interest. The government's interest in protecting the health, safety, and welfare of its citizens is substantial and is directly advanced by the restriction.

122 See Central Hudson Gas & Elec. Corp. v. Pub. Serv. Comm'n, 447 U.S. 557, 563 (1980) ("The government may ban forms of communication more likely to deceive the public than to inform it.").
123 See id. (explaining that the test requires (1) that the speech at issue be non-misleading, lawful, commercial speech, and (2) that the government have a substantial interest in regulating that speech; if such an interest exists, then the regulation must (3) directly advance the government interest, and (4) be no more extensive than is necessary to serve that interest).
128 This sentiment was echoed in recent lower court decisions in which restrictions on commercial speech were treated more deferentially than bans on such speech. See, e.g., Anheuser-Busch, Inc. v. Schmoke, 63 F.3d 1305 (4th Cir. 1995), aff'd, 101 F.3d 325 (4th Cir. 1996); Penn Adver. of Baltimore, Inc. v. Mayor of Baltimore, 63 F.3d 1318 (4th Cir. 1995), aff'd, 101 F.3d 332 (4th Cir. 1996).

Critics of commercial speech regulations may claim that 44 Liquormart is indicative of the Court's interest in reinterpreting or even overruling Central Hudson, especially its fourth prong, in an attempt to treat commercial speech more like non-commercial speech under the First Amendment. See Costello, supra note 73, at 687-88 n.31 ("Consequently, under Marks the decision may be viewed as being based on Central Hudson's fourth prong and nothing more."); see also WRIGHT, supra note 30, at 100 ("The narrow tailoring inquiry can be continued indefinitely by unsympathetic courts."). This interest surfaced in Greater New Orleans Broadcasting, when the Court moved further from Posadas' deferential standard by overturning a restriction...
Proposal fails to satisfy the Central Hudson test with respect to the government's interest in discouraging smoking, however, it can nonetheless survive First Amendment scrutiny by asserting a different government interest—an expressive interest in publicly condemning tobacco companies' irresponsible marketing practices. With this substantial government interest as its goal, the Proposal is likely to meet even the strictest standards of review under Central Hudson and therefore be upheld under the First Amendment.

A. Tobacco Advertisements Are Misleading

The Court has clearly stated that misleading advertising is not protected in the same way as non-misleading commercial speech. Deceitful information frustrates the First Amendment's purpose of encouraging open discourse, and may even do affirmative damage to consumers who rely on such information to make economic decisions. Tobacco advertisements, such as those regulated by the Congress' Proposal, are frequently misleading forms of communication and therefore have little claim to First Amendment protection under Central Hudson. For example, tobacco ads portray smoking as a glamorous and athletic pursuit, without adequately representing the extreme danger inherent in tobacco consumption. In a recent issue of a national magazine, an advertisement for a popular brand of cigarettes depicted three rodeo cowboys posing for what appeared to be a post-contest victory picture. The ad unfolded to reveal another cowboy

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on commercial speech due to its internal contradictions and exceptions. See Greater New Orleans Broad. Ass'n, 119 S. Ct. at 1935. Congress' anti-tax deduction Proposal, however, does not suffer from the same internal inconsistencies, and therefore remains just as likely to survive First Amendment scrutiny after Greater New Orleans Broadcasting as before.

129 See Central Hudson Gas & Elec. Corp. v. Public. Serv. Comm'n, 447 U.S. 557, 563 (1980) ("The government may ban forms of communication more likely to deceive the public than to inform it."); see also In re R.M.J., 455 U.S. 191, 217 (1982) (holding that professional advertisements by attorneys can be misleading and therefore may be regulated under the Central Hudson test).

130 See Costello, supra note 73, at 736 ("Some advertising might be more analogous to 'incitement' than to 'advocacy.'"); see also Virginia State Bd. of Pharmacy v. Virginia Citizens Consumer Council, 425 U.S. 748, 763 (1976) ("[T]he particular consumer's interest in the free flow of commercial information ... may be as keen, if not keener by far, than his interest in the day's most urgent political debate."). There is also a strong state interest in ensuring that private economic decisions are properly informed. See Costello, supra note 73, at 765. The Court has held that the state is in no way prevented from "insuring that the stream of commercial information flow cleanly as well as freely." Id. at 772.

riding a bucking bronco above the caption “just warming up.”132 The mandatory Surgeon General’s Warning in the bottom corner of the ad simply stated that “Cigarette Smoke Contains Carbon Monoxide.”133 As a result of this advertisement, a consumer who is not aware of the medical effects of carbon monoxide on the body remains uninformed as to the true consequences of using cigarettes, and is left with the impression that smoking is associated with a daring and exciting lifestyle. Similarly, an ad for a different brand of cigarettes promotes “Mighty Tasty Lifestyles.”134 The Surgeon General’s Warning in the corner of this ad indicated that “Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”135 This warning is also insufficient to convey the actual risks of smoking to the consumer, downplaying smoking’s dangers and allowing it to be falsely associated with a glamorous lifestyle.

These examples represent the dominant trend in tobacco advertisements: a denial of the unquestionably dangerous and addictive nature of tobacco in hopes of appealing to adults and young children to begin smoking in pursuit of a more exciting and glamorous life.136 The warnings required by law are woefully deficient representations of the dangers of smoking: they neglect to inform an often misguided smoking public about the probable negative consequences of their actions.137 Tobacco advertisements, because of their failure to communicate accurate information to their audience, are not worthy of First Amendment protection under the Central Hudson test.138 They are of low informational value because they are typically misleading.139

132 Id.
133 Id.
134 Id. at 40-44.
135 Id.
136 See Vincent Blasi & Henry Paul Monaghan, The First Amendment and Cigarette Advertising, 256 JAMA 502, 506 (1986). These authors note that:
no cigarette advertising gives adequate warning of the wide range of serious and life threatening diseases induced by the ordinary use of the product. Quite to the contrary, the effect of this advertising is to conceal or to minimize these facts. Smoking is portrayed as not harmful, by associating it with traditionally young, healthy, athletic, and virile activities. Moreover, no cigarette advertising gives even the remotest suggestion that cigarettes are strongly addictive.
Id. (citation omitted).
137 See id. at 503 (“The overriding fact is that many smoking adults . . . are not in any position to make a reasoned and informed judgment about smoking.”).
139 See Blasi & Monaghan, supra note 136, at 505 (“But current cigarette advertising, appealing as it does to subconscious and nonrational associations simply to
Despite evidence that tobacco ads are misleading, denying First Amendment protection to such ads could serve as a dangerous precedent justifying the denial of First Amendment protection for other forms of socially disfavored speech. In the case of tobacco advertising, however, the government's strong interests in regulating tobacco ads provide additional support for the constitutionality of such regulations.140

B. Tobacco Advertisements Are Commercial Speech
   Under Central Hudson

Advertisements are a classic example of commercial speech, and the tobacco ads regulated by Congress' Proposal are no exception. In Central Hudson, which involved the prohibition of advertisements for public utilities, the Court defined commercial speech as "expression related solely to the economic interests of the speaker and its audience."141 In Bolger v. Youngs Drug Products Corp.,142 which involved a ban on unsolicited contraceptive ads, the Court defined commercial speech as communication that "does no more than propose a commercial transaction."143 Other ways to distinguish commercial speech have also been developed, defining speech as noncommercial when the speaker "comes as close as reasonably and inexpensively possible under the circumstances to presenting it as noncommercial."144 Despite these various definitions of commercial speech, advertisements have remained the paradigmatic example of commercial discourse under the First Amendment.145 In particular, tobacco and alcohol ads have been uncontroversially treated as commercial speech in many recent Supreme Court and circuit court cases.146 As a result, the tobacco advertisements targeted by

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140 See infra III.C.
141 Central Hudson, 447 U.S. at 561.
143 Id. at 66 (citation omitted).
144 See WRIGHT, supra note 30, at 61.
145 See generally City of Cincinnati v. Discovery Network, Inc. 507 U.S. 410, 421-22 n.17 (1993) ("[Advertisements] are well calculated to enlarge and enlighten the public mind, and are worthy of being enumerated among the many methods of awakening and maintaining the popular attention, with which more modern times ... abound." (quoting DANIEL BOORSTIN, THE AMERICANS: THE COLONIAL EXPERIENCE 328, 415 (1958)) (internal citations omitted)).
146 See, e.g., Greater New Orleans Broad. Ass'n v. United States, 119 S. Ct. 1923
Congress' Proposal are properly defined as commercial speech.

C. Congress' Proposal Under Central Hudson's Means/Ends Analysis

A commercial speech regulation must address a "substantial government interest" in order to pass First Amendment scrutiny. It is widely accepted that the government has "a compelling interest in trying to reduce smoking," as tobacco use can be directly connected to a wide variety of both medical and non-medical life risks, and that advertising contributes to the negative impact of tobacco by playing a significant role in the recruitment of new smokers, many of whom are children or young adults. The limitations of current non-legislative attempts to curb smoking further support Congress' "substantial interest" in adopting legislation to combat this epidemic.


148 Benefits of Cigarette Ad Ban Would Outweigh Costs, supra note 1, at 1. See Botvin et al., supra note 2, at 217; Jean Kilbourne, Cigarette Ads Target Women, Young People, ALCOHOLISM & ADDICTION MAG., Dec. 1988, at 22 ("Cigarettes are the only product advertised which is lethal when used as intended.").

149 See Carl T. Bartecchi et al., The Human Costs of Tobacco Use (First of Two Parts), 330 NEW ENG. J. MED. 907, 907-08 (1994) ("In the United States in 1990, smoking caused 179,820 deaths from cardiovascular disease... [S]moking is... associated with cancers of the mouth, pharynx, larynx, esophagus, stomach, pancreas, uterine cervix, kidney, ureter, and bladder and accounts for about 30 percent of all deaths from cancer.") (citation omitted); Botvin et al., supra note 2, at 217 ("Cigarette smoking is leading preventable cause of mortality and morbidity in the United States and has been described as the 'most important public health issue of our time.'") (citation omitted); Thomas D. MacKenzie et al., The Human Costs of Tobacco Use (Second of Two Parts), 330 NEW ENG. J. MED. 975, 975 (1994) ("Fires related to cigarette smoking are leading cause of civilian fire deaths in the United States."); Mohammad R. Torabi et al., Cigarette Smoking as a Predictor of Alcohol and Other Drug Use by Children and Adolescents: Evidence of the "Gateway Drug Effect," 63 J. SCH. HEALTH 302, 302-05 (1993).

150 See Botvin et al., supra note 2, at 221, 223. These authors report that: [t]he results indicate that exposure to cigarette advertising is significantly correlated with reported smoking behavior. [E]vidence... suggests that there may be a causal relationship between cigarette advertising and smoking initiation... [T]here would appear to be ample evidence to warrant more careful scrutiny by legislators of the impact of cigarette advertising on children and adolescents.

Id. (emphasis added).

151 See generally Thomas N. Robinson & Joel D. Killen, Do Cigarette Warning Labels Reduce Smoking?: Paradoxical Effects Among Adolescents, 151 ARCHIVES OF
In order to survive constitutional scrutiny, however, Congress' Proposal must do more than invoke a worthy cause. The First Amendment requires that a commercial speech regulation both materially advance and be a reasonable fit with whatever substantial government interest it is meant to address.\textsuperscript{152} Congress' Proposal satisfies these criteria with respect to two distinct government interests: (1) discouraging people from smoking to promote public health; and (2) expressing governmental disdain for tobacco companies' unethical business practices.

1. The Government's Interest in Promoting Public Health

There are a number of substantial smoking-related interests that the government may promote by removing tax deductibility from tobacco advertisements. The most obvious of these is "protecting the health, safety, and welfare of [American] citizens" by discouraging tobacco advertising and thereby curbing smoking nationally.\textsuperscript{153} These interests were found to satisfy the Central Hudson test in Posadas,\textsuperscript{154} and were again recognized as valid in 44 Liquormart\textsuperscript{155} and Greater New Orleans Broadcasting.\textsuperscript{156} The constitutionality of Congress' Proposal, therefore, can be evaluated by applying the third and fourth prongs of Central Hudson to the government's interest in promoting the health and welfare of its citizens.

a. The Proposal Materially Advances the Government's Interest in Promoting Public Health

\textit{Central Hudson}'s third prong requires that a commercial

\textsuperscript{152} See Greater New Orleans Broad. Ass'n v. United States, 119 S. Ct. 1923, 1930 (explaining the Central Hudson test for determining the constitutionality of commercial speech regulations).

\textsuperscript{153} Rubin v. Coors Brewing Co., 514 U.S. 476, 485 (1995); see also Posadas de P.R. Ass'n v. Tourism Co. of P.R., 478 U.S. 328, 341 (1986) ("The Puerto Rico Legislature's interest in the health, safety, and welfare of its citizens constitutes a 'substantial' governmental interest.").

\textsuperscript{154} See Posadas, 478 U.S. at 341-43.

\textsuperscript{155} See 44 Liquormart, Inc. v. Rhode Island, 517 U.S. 484, 491 n.4 (1996) ("We . . . have little difficulty in finding that the asserted governmental interests, herein described as the promotion of temperance . . . are substantial.").

\textsuperscript{156} 119 S. Ct. 1923, 1931-32 (1999) (accepting the government's interest in curtailing gambling as substantial).
speech regulation “materially advance” an asserted government interest. Congress’ Proposal removes the tax deductible status from tobacco ads in order to reduce tobacco advertising, and, in turn, tobacco consumption. *Edge Broadcasting* recognized that a connection between advertising and consumption is sufficient to satisfy the third prong of *Central Hudson*, concluding that the government was able to “materially advance” its interest in reducing gambling by reducing lottery advertising. Similarly, burdening tobacco ads by eliminating their tax-deductibility will “materially advance” the government’s interest in reducing smoking. Moreover, because Congress’ Proposal does not contain any of the internal contradictions that proved fatal to the regulation in *Rubin*, enforcement of the Proposal will be uniform and consistent with regard to all tobacco advertisements. In short, the Proposal satisfies the material advancement standard because of its effectiveness in discouraging smoking.

b. Reasonable Fit

In order for a regulation to pass the fourth prong of *Central Hudson*, it must also be a “reasonable fit” with the asserted government interest. The Court recently reaffirmed this deferential standard of review in *Greater New Orleans Broadcasting*, but has yet to articulate the appropriate application of *Central Hudson*’s fourth prong with respect to regulations that are mere restrictions, rather than complete bans, on commercial speech.\footnote{157 Although the statute upheld in *Edge Broadcasting*—18 U.S.C. § 1304—was later invalidated in *Greater New Orleans Broadcasting*, the *Greater New Orleans Broadcasting* Court did not reject the theory presented in *Edge Broadcasting* that advertising is directly proportional to consumption. See *Greater New Orleans Broad. Ass’n*, 119 S. Ct. at 1932 (“[i]t is no doubt fair to assume that more advertising would have some impact on overall demand for gambling...”).}

\footnote{158 The Court in *Greater New Orleans Broadcasting* did not apply the fourth prong of *Central Hudson* to the commercial speech restriction at issue in that case; the validity of the statute could be determined solely on the third prong analysis. See *Greater New Orleans Broad. Ass’n*, 119 S. Ct. at 1934-35 (referring only to the fact that the statute does not directly and materially advance the government’s stated interests). Similarly, although the Court’s *Discovery Network* decision addressed “reasonable fit,” it spoke primarily to regulations with “absolutely no bearing on the [government] interests... asserted,” finding no reasonable fit in a regulation that arbitrarily singled out certain newsracks in order to combat a problem created collectively by all newsracks. *City of Cincinnati v. Discovery Network, Inc.*, 507 U.S. 410, 428 (1993). While this decision is instructive to drafters of commercial speech regulations, it is not relevant to an analysis of Congress’ anti-tax deduction Proposal. The Proposal affects all tobacco ads uniformly and is therefore sufficiently broad and nonarbitrary to serve as a reasonable, nonincremental means of achieving the government’s interest in reducing smoking.}
Florida Bar provided some insight into how commercial speech restrictions would fare under Central Hudson. The Court employed a lenient standard for evaluating the constitutionality of bans on commercial speech and thus implied that a similar or even more deferential standard should be applied to mere restrictions which do not jeopardize a speaker's rights as significantly as outright bans. As a result, such restrictions are more likely to satisfy the Central Hudson test.

Some lower courts have emphasized the importance of this restriction/ban distinction in their treatment of commercial speech regulations. While they generally apply a very strict standard of review, making it nearly impossible for a ban on commercial speech to satisfy either the third or fourth prong of Central Hudson, lower courts have tended to defer to legislatures in determining the constitutionality of commercial speech restrictions. The relaxed standard of review applied to speech restrictions by many federal courts suggests that Congress' tax-deduction Proposal will not be subject to the more rigorous standard applied to advertising bans such as those in Florida Bar and 44 Liquormart.

To an important degree, the viability of Congress' Proposal—justified in terms of the goal of reducing smoking—depends upon the resolution of this ban/restriction issue. The question of whether a commercial speech regulation is a reasonable fit with such an interest is generally a factual one, and the degree of deference afforded to the legislature can

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159 See 44 Liquormart, Inc. v. Rhode Island, 517 U.S. 484, 502 (1996) (referring to the "special dangers that attend complete bans on truthful, nonmisleading commercial speech").

160 See, e.g., Bad Frog Brewery, Inc. v. New York State Liquor Auth., 134 F.3d 87, 90 (2d Cir. 1998) (holding that a complete prohibition of a particular beer label neither materially advances the substantial state interest, nor is narrowly tailored to do so). The challenged prohibition did not materially advance the state's interest. It was "more extensive than necessary to serve the asserted state interest... [and it] lack[ed] a 'reasonable fit' with [that]... interest." Id. at 101.

161 The remaining question, however, is whether the Supreme Court will adopt the lower courts' distinction between restrictions and bans on commercial speech. Although 44 Liquormart dealt exclusively with a regulatory ban on commercial speech, it is unclear whether the plurality opinion was meant to be read narrowly—allowing greater deference to commercial speech restrictions in accord with lower court precedent—or more broadly—as in Justice Thomas' concurrence—affording commercial speech the same strict First Amendment scrutiny applied to noncommercial speech. Similarly, because the Court in Greater New Orleans Broadcasting relied solely on the third prong of Central Hudson in evaluating a commercial speech restriction, it remains unclear whether the Court will recognize the ban/restriction distinction favored by the lower courts. See Greater New Orleans Broad. Ass'n, 119 S. Ct. at 1934-35.
often be determinative of the regulation's constitutionality.\(^6\)

In this climate of uncertainty, it is appropriate to evaluate Congress' Proposal with respect to the government's second interest in removing the tax-deductible status of tobacco advertising: publicly condemning tobacco companies' irresponsible business practices.

2. The Government's Expressive Interest

The government has a substantial interest in condemning tobacco companies' irresponsible and deceitful business practices.\(^6\) Cigarette manufacturers contribute to the serious health risks and social costs of smoking by irresponsibly producing misleading and uninformative advertising campaigns designed to attract new smokers and encourage current smokers to continue.\(^6\) Congress' Proposal, by imposing a substantial financial burden on tobacco advertising, expresses the government's disapproval of tobacco marketing methods and provides a strong incentive for cigarette manufacturers to amend their business practices.

A government interest in condemning tobacco advertisements by removing their tax deductibility satisfies the "substantial interest" prong of *Central Hudson* by effectively addressing a serious social problem in a way that benefits the nation as a whole.\(^6\) This expressive government interest is not in the suppression of commercial speech per se, but in the apportionment of government funds in a way that symbolizes government concern with the dangers of smoking and with the national welfare.

Congress' anti-tax deduction Proposal embodies Congress' condemnation of tobacco companies' irresponsible business

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\(^6\) The significance of different standards of legislative deference is also evidenced in the Court's equal protection doctrine under the Fourteenth Amendment, where graduated levels of constitutional review were first developed. See, e.g., *Plyler v. Doe*, 457 U.S. 202, 216-17 (1982) (distinguishing the various levels of review appropriate for different legislative classifications under the Equal Protection clause); *Craig v. Boren*, 429 U.S. 190, 210 (1976) (Powell, J. concurring) (same).

\(^6\) See *Blasi & Monaghan*, supra note 136, at 503 ("The tobacco industry's current advertising is inherently deceptive and misleading."); *Botvin et al.*, supra note 2, at 221, 223 ("Results indicate that exposure to cigarette advertising is significantly correlated with reported smoking behavior... evidence... suggests that there may be a causal relationship between cigarette advertising and smoking initiation."); see also supra Part III.A (describing misleading tobacco ads).

\(^6\) See *Posadas de P.R. Ass'n v. Tourism Co. of P.R.*, 478 U.S. 328, 341 (1986) (explaining that promoting the general welfare of the people is itself a substantial government interest under *Central Hudson*).
The government's condemnation represents a substantial expressive interest under *Central Hudson* because it targets "the marketing practices or commercial speech or conduct that . . . government is reasonably justified in considering risky or socially irresponsible, in the sense of marketing that may involve frequent, extremely serious—if undemonstrable—harm with no proportionate social benefit." The social harms which result from smoking clearly represent "frequent, extremely serious . . . harms with no proportionate social benefit." Smoking is the nation's leading preventable cause of death; it is responsible for causing a wide variety of potentially fatal illnesses and is the leading cause of civilian fire deaths in the United States. Cigarette manufacturers are implicated in smoking's social harms because of their deceptive advertising and under-inclusive warnings to consumers. Congress is justified in considering tobacco companies' misrepresentations socially irresponsible and, therefore, an appropriate target of expressive legislation; the product is extremely harmful and the potential benefits of consumer education about tobacco substantial. In short, the social dangers of smoking are sufficient to justify a substantial government interest in declining to fund the irresponsible acts of the tobacco industry in promoting their harmful product.

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166 See WRIGHT, supra note 30, at 88-89 ("An expressive public policy expresses the public endorsement or condemnation of some idea, practice, or state of affairs. . . . [A]dvertising can be irresponsible even if the effects alleged to flow from that advertising are themselves not certain.").

167 *Id.* at 91.

168 *Id.* See also Botvin et al., supra note 2, at 217 ("Cigarette smoking is the leading preventable cause of mortality . . . in the United States and has been described as the 'most important public health issue of our time.'").

169 See *id.*


171 See MacKenzie et al., supra note 149, at 75.

172 See Blasi & Monaghan, supra note 136, at 506 ("[N]o cigarette advertising gives even the remotest suggestion that cigarettes are strongly addictive."); Thomas N. Robinson & Joel D. Killen, supra note 151, at 267 (1997) ("Sizable proportions of adolescents are not seeing, reading, and remembering cigarette warning labels on cigarette packages and advertisements . . . .").

173 See WRIGHT, supra note 30, at 89 ("Even if the causal relationships between advertising and tobacco consumption are unclear, it is irresponsible for tobacco sellers to risk the basic health, or possible addiction to an unhealthy substance of large numbers of even voluntary consumers . . . .").
A potential problem arises, however, with the recognition of expressive interests under Central Hudson. Simply intending to condemn a particular form of speech could justify regulations beyond the scope of what the Court has established as appropriate limits on commercial speech. For example, in the interest of condemning excessive television watching by children, Congress may want to ban television advertisements directed at minors. While the passage of this regulation would clearly express the government's desire that kids watch less television, it offends the intuition that speech should not be silenced by government intervention; merely claiming such an expressive interest should not be sufficient to justify such a harsh regulation.

Finding an expressive governmental interest in regulating commercial speech, however, does not necessarily create a slippery slope toward government censorship of such speech. Although it may seem easier for a regulation motivated by an expressive governmental interest to overcome the Central Hudson requirement that the government have a substantial interest in limiting speech, such a regulation must still satisfy the two remaining Central Hudson prongs in order to pass constitutional muster. A regulation that is overly restrictive or unreasonably tailored to achieve an expressive interest will fail to pass First Amendment scrutiny under Central Hudson regardless of the expressive interest the government claims as its justification.

The Court's evaluation of the statute in 44 Liquormart—banning all alcohol price ads appearing outside of liquor stores—perfectly illustrates the vitality of Central Hudson regardless of the character of the governmental interest at issue. The Court struck down the ban on alcohol ads because it was not a reasonable fit with the government's interest in decreasing alcohol consumption. This result would be the same even if the government had relied on an expressive interest in condemning drinking to justify the regulation. The complete ban on commercial speech in 44 Liquormart is not a reasonable means of expressing disdain for a particular activity or social practice because it unduly burdens speech under the First Amendment. Therefore, while partial restrictions on commercial speech, such as Congress' anti-tax deduction Proposal, may be a constitutional means of achieving an expressive government interest, more intrusive statutes, such as the advertising ban at issue in 44 Liquormart, will be invalidated because they cannot satisfy Central Hudson's reasonable fit requirement.

Consideration of the government's expressive interest in
removing tax deductibility from tobacco ads does not dramatically alter the Court’s commercial speech doctrine or pave the way for complete governmental control over commercial speech. Recognizing the expressive interest inherent in Congress’ Proposal simply shifts more emphasis to the third and fourth prongs of Central Hudson in evaluating the Proposal’s constitutionality.

a. The Proposal Materially Advances the Government’s Interest in Condemning the Tobacco Industry

The inherent differences in evaluating expressive government interests under the Central Hudson test render much of the Court’s interpretation of the material advancement prong of that test inapplicable to Congress’ Proposal. For example, the Court in Edenfield v. Fane\textsuperscript{174} overturned a statute because the government could not prove “on the record” that banning commercial speech in that case would materially advance the asserted government interest.\textsuperscript{175} This standard is not applicable to the Proposal’s expressive government interest, however, because there is no way to prove on the record whether Congress’ Proposal successfully expresses the government’s message, or whether a sufficient number of people understand it. Proof that an expressive interest is actually furthered is too elusive to provide a means of deciding a regulation’s constitutionality.

Similarly, the Court’s finding in Rubin v. Coors Brewing Co.,\textsuperscript{176} that a commercial speech regulation containing numerous exceptions cannot materially advance its purported interest,\textsuperscript{177} is not applicable to the present analysis. Congress’ Proposal conveys a consistent sentiment: tobacco companies behave irresponsibly by recruiting new smokers and promoting their products with deceptive advertising. The Proposal does not include any exceptions to its goal of expressing its anti-tobacco position, nor is it likely that an expressive government interest would ever include such exceptions. The unique character of an expressive interest, therefore, requires a different method for evaluating commercial speech regulations motivated by government disdain for

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\textsuperscript{174} 507 U.S. 761 (1993).
\textsuperscript{175} Id. at 777 (holding that banning in-person solicitation by CPAs would not materially advance the government’s interest in protecting accountants’ professional integrity).
\textsuperscript{176} 514 U.S. 476 (1995).
\textsuperscript{177} See id. at 489 (noting that the labeling ban has certain provisions that materially advance its aim, and other provisions that undermine and counteract its effects).
"the socially irresponsible behavior of the seller, in this case the tobacco companies."

A more appropriate standard for determining material advancement in cases involving expressive government interests is the "alternate channels" analysis used in evaluating time, place, and manner restrictions under the First Amendment. Valid time, place, and manner restrictions must satisfy two criteria: (1) they must leave open "alternative channels" for the communication of the regulated speech; and (2) those alternative channels cannot be "prohibitively more expensive, not markedly more inconvenient, and not significantly less effective as a means of broadcasting the message."

These criteria can be combined to establish a third prong of the Central Hudson test appropriate for regulations motivated by an expressive government interest. The alternative channel test is not overly restrictive because it applies almost exclusively to regulations that eradicate a particular message altogether, namely, complete bans on commercial speech. The Supreme Court in 44 Liquormart implied that striking down total bans on commercial speech is not constitutionally problematic or overreaching because such bans impair a speaker's constitutional right to free speech severely enough to require close First Amendment scrutiny. At the same time, the alternate channel test is not so lax as to allow the government to silence speakers otherwise deserving of First Amendment protection under the pretext of expressing the government's own message. Preventing such an abuse of power protects against government censorship. The alternative channel test provides an effective means of evaluating expressive government interests under Central Hudson's third prong by recognizing both the policy-making role of govern-

178 WRIGHT, supra note 30, at 90.
179 The Supreme Court has permitted regulations limiting the time, place, and manner of speech, provided that "alternate channels" of expression remain available to the speaker. See, e.g., Kovacs v. Cooper, 336 U.S. 77 (1949) (upholding a city limit on the use of loudspeakers as a permissible time, place, and manner restriction of speech). In the context of noncommercial speech, a time, place, and manner restriction must also be justified without reference to the content of the regulated speech and must be narrowly tailored to further a substantial government interest. See Clark v. Community for Creative Non-Violence, 468 U.S. 288, 293 (1984). The content-based character of Congress's Proposal is discussed infra Part V.
180 ROME & ROBERTS, supra note 39, at 152.
181 See 44 Liquormart, Inc. v. Rhode Island, 517 U.S. 484, 508 (stating that a ban on advertising must survive "more stringent constitutional review than was appropriate for the complete suppression of truthful, nonmisleading commercial speech").
182 See ROME & ROBERTS, supra note 39, at 36 (deriving "the necessity for open discussion [reflected in the First Amendment] from... [a] fundamental program of self-government defined in...the Constitution").
ment and the potential for it to be abused.

Congress' Proposal materially advances a substantial government interest under the alternate channel test. Removing tax deductibility from tobacco ads does not close any channels of communication. While it does make advertising more costly, consistent consumer demand for cigarettes[185] and the enormous industry-wide budget for tobacco advertising[184] indicate that the loss of tax deductions for advertising expenses will not make tobacco ads "prohibitively expensive," "markedly more inconvenient," or a "significantly less effective" means of communication. Moreover, the alternate channels test preserves the power of listeners to influence the message and methods of speakers—tobacco companies in this case—without gaining the power to silence those speakers in a way that is irreconcilable with the First Amendment. The government will thus be able to use its regulatory power to call attention to the tobacco companies' irresponsible business practices, but will be prevented under the alternative channels standard from committing clear First Amendment violations, such as eradicating altogether the rights of tobacco companies to dispense commercial messages.

b. The Proposal Represents a Reasonable Fit With the Government's Expressive Interest in Condemning Tobacco Industry Practices

Central Hudson's fourth prong requires that a commercial speech regulation represent a "reasonable fit" with the asserted government interest. Congress' Proposal is a reasonable means of achieving the government's interest in expressing its dissatisfaction with tobacco companies' irresponsible business practices.

The Proposal is "in proportion to the interest served," as it is neither an excessively restrictive means of conveying the government's sentiments regarding tobacco ads, nor so limited as to be entirely ineffectual in achieving this purpose. The Proposal will not eradicate tobacco companies' ability to

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[183] See Pierce et al., supra note 3, at 514 (reporting that "54,454 . . . adolescents (or 17% of the total population of this age) . . . experiment with cigarettes before they reached the age of 18 years").

[184] See Stover, supra note 6, at 1 ("[A]dvertising is a potent weapon for tobacco companies in their war to win young smokers.").

[185] ROME & ROBERTS, supra note 39, at 152.

convey their commercial message, nor will it make it appreciably more inconvenient for them to do so. Singling out tobacco ads for the removal of tax deductibility is a clear and reasonable method of expressing the government's lack of support for the industry's deceptive advertising practices. Finally, unlike the regulation invalidated in *Discovery Network*, Congress' Proposal is sufficiently uniform in its application to pass scrutiny under *Central Hudson*'s fourth prong. The Proposal should therefore be upheld as a valid restriction on commercial speech under the First Amendment.

**IV. FIRST AMENDMENT DOCTRINE REGARDING CONTENT-BASED SPEECH RESTRICTIONS ON GOVERNMENT FUNDING**

Congress' Proposal is a valid government funding decision, rather than an unconstitutional content-based restriction on speech, under the First Amendment. Although a "statute is presumptively inconsistent with the First Amendment if it imposes a financial burden on speakers because of the content of their speech," Supreme Court decisions regarding First Amendment taxation have concentrated solely on the constitutionality of taxes on noncommercial speech; the Court has never evaluated taxes levied on commercial speech. Moreover, the Court's treatment of First Amendment challenges to selective congressional funding establish that Congress may selectively allocate government funds without violating the constitutional rights of the funds' recipients. The

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167 For a discussion of another objection to Congress' Proposal, see supra Part III.C. (explaining the Proposal's validity under the Court's commercial speech doctrine).
168 See Simon & Schuster, Inc. v. Members of the N.Y. State Crime Victims Bd., 502 U.S. 105, 115 (1991). Because the point of Congress' Proposal is to combat the effects of tobacco advertisements that promote the use of tobacco products, it arguably represents not only content discrimination, but viewpoint discrimination as well. Content-based regulations target speech because of its subject matter, regardless of the point of view the speech reflects (e.g., a law prohibiting any discussion of abortion, pro or con). Viewpoint-based regulations, however, are the most constitutionally suspect form of content discrimination because they restrict the expression of particular points of view. See Rosenberger v. Rector & Visitors of the Univ. of Virginia, 515 U.S. 819, 829 (1995) ("Viewpoint discrimination is... an egregious form of content discrimination."). Thus, however unlikely it is that Congress would wish to impose a tax burden on anti-smoking ads, the Proposal does not distinguish between ads that promote tobacco use and those that discourage it. Accordingly, the focus of the present analysis is limited to content-based speech regulations.
169 See National Endowment for the Arts v. Finley, 524 U.S. 569 (1998) (upholding a "decency" requirement imposed on federal arts funds on the grounds that subjective funding decisions are within Congress' spending power); Rust v. Sullivan, 500 U.S. 173 (1991) (upholding Congress' exclusion of abortion counseling from Title X funding on the grounds that Congress has the discretion to decide the scope of gov-
Proposal is not an impermissible content-based restriction on speech, but is instead an exercise of Congress' authority to preferentially fund particular programs. Accordingly, Congress' Proposal represents a valid economic policy decision within the bounds of the First Amendment more closely analogous to the regulations at issue in the Court's selective funding cases than to those invalidated on the basis of content discrimination.

A. The Anti-Tax Deduction Proposal Is Not an Unconstitutional Content-Based Restriction of Speech

Although the Court has yet to decide a case involving the constitutionality of commercial speech taxation, the same considerations that led the Court to extend less constitutional protection to commercial speech justify a more relaxed standard of review for taxes levied against such speech. While generally applicable taxes on noncommercial speech have routinely been upheld under the First Amendment, content-based taxes on noncommercial speech have been consistently invalidated. The Court's decisions involving content-based taxes on speech, however, have only addressed government regulation of noncommercial speech; it thus remains uncertain whether a purely commercial speech regulation such as Congress' Proposal will face equally strict constitutional scrutiny.

The federal government is vested with the power to levy taxes on different forms of speech, including noncommercial speech, provided such taxes are content-neutral and not "aimed at the suppression of dangerous ideas." In Cammarano v. United States, the Court upheld a uniform
denial of tax deductions to lobbying organizations on the premise that the financial burden was not imposed due to the specific content of the speech being regulated.

However, in *Grosjean v. American Press Co.*, the Court struck down a Los Angeles sales tax aimed specifically at large newspapers primarily because the tax was discriminatory, but also because it involved "a deliberate and calculated device in the guise of a tax to limit the circulation of information to which the public is entitled in virtue of the constitutional guaranties." The tax was invalidated, therefore, not only because it was content-based, but also because it was born of an invidious legislative motive.

Nearly fifty years later, in *Minneapolis Star & Tribune Co. v. Minnesota Commissioner of Revenue*, a tax on ink and paper was invalidated because it only affected a small number of large newspapers. Instead of simply striking down the statute as a facially content-based speech regulation in violation of the First Amendment, the Court relied on *Grosjean* to emphasize the importance of an invidious legislative motive in assessing constitutionality. The Court extended its holding in *Minneapolis Star* in *Regan v. Taxation with Representation of Washington* when it "reject[ed] the 'notion that First Amendment rights are somehow not fully realized unless they are subsidized by the State.'" This statement seemed to give legislatures much more leeway to levy taxes against certain forms of speech, provided there was no "explicit demonstration that a classification is a hostile and oppressive discrimination against particular persons and classes."

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194 297 U.S. 233 (1936).
195 See id. at 250 (holding that a tax "single in kind, with a long history of hostile misuse against the freedom of the press" is unconstitutional); see also City of Baltimore v. A.S. Abell Co., 145 A.2d 111, 120 (Md. 1958) (finding that since 90-95% of a tax's impact fell on newspapers, radio, and television, the tax was "single in kind" and therefore unconstitutional).
196 *Grosjean*, 297 U.S. at 250.
197 460 U.S. 575, 591 (1983). The Court also invalidated the tax because it singled out the press. See id.
198 See id. at 580 ("We think that the result in *Grosjean* may have been attributable in part to the perception on the part of the Court that the State imposed the tax with an intent to penalize a selected group of newspapers."). *Minneapolis Star*s requirement that a statute must contain an invidious motive in order to be found unconstitutional was inconsistent with *Spelser v. Randall*, 357 U.S. 513 (1958), an earlier case in which a statute was invalidated because it was a prima facie content-based restriction on speech.
200 Id. at 546 (quoting Madden v. Kentucky, 309 U.S. 83, 87-88 (1940)).
201 Id. at 547.
In *Arkansas Writers' Project, Inc. v. Ragland*, however, the Court retreated from the legislative intent-based analysis of *Grosjean* and *Minneapolis Star*, focusing instead solely on whether the challenged tax exemption discriminated on the basis of the regulated speech's content. In invalidating the tax, the Court required the state to provide a "compelling justification" in order to retain a differentiated tax. Justice Scalia, in dissent, argued in favor of a rational basis test for review of differential tax exemptions, noting that a "wide variety of [content-based] tax preferences and subsidies" already exist, and "that denial of participation in a tax exemption... does not necessarily infringe a fundamental right... such a denial does not, as a general rule, have any significant coercive effect."

Justice Scalia's reasoning in his *Arkansas Writers* dissent took hold in *Leathers v. Medlock*, in which the Court indicated that tax exemptions should be presumed constitutional absent some explicit demonstration of the statute's hostile and oppressive discrimination against particular thoughts or ideas. The Court found that differentiated tax exemptions should be invalidated only if they can be characterized as a "penalty for the few." Congress' Proposal, while seemingly content-based, is significantly different from the taxes invalidated in *Minnesota Star, Regan*, and *Arkansas Writers* in that it only taxes commercial speech. Because commercial speech has historically been granted less constitutional protection

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203 See id. at 229 (holding the tax unconstitutional because "the Arkansas sales tax scheme treats some magazines less favorably than others"). The Court's holding in *Arkansas Writers* was a return to the standard developed in Speiser. See Speiser, 357 U.S. at 518.
204 *Arkansas Writers*, 481 U.S. at 234.
205 Id. at 237 (Scalia, J., dissenting). The rational basis standard referred to here is analogous to the test used in equal protection analysis under the Fourteenth Amendment. See, e.g., Williamson v. Lee Optical, 349 U.S. 483, 488 (1955) (rejecting an equal protection claim because although the challenged statute treated opticians and optometrists differently, it reflected a "rational" means of addressing a legitimate state interest).
207 See id. at 448-49 (holding that a general tax with exceptions for some members of the press but not others, such as cable TV, is not unconstitutional).
208 Id. at 448 ("Extermination of its sales tax to cable television hardly resembles a "penalty for the few." ") (citation omitted). In *R.A.V. v. City of St. Paul*, 505 U.S. 377, 391 (1992), however, the Court struck down a statute forbidding racially or religiously-motivated fighting words on the basis that the regulation was an impermissible content-based restriction of free speech. This suggests that Justice Scalia and other members of the current Court view differentiated tax exemptions as a less critical infringement on the principles of free speech than direct regulations on the content of public speech.
than noncommercial speech, it is unclear to what extent the taxation cases involving noncommercial speech apply to Congress' Proposal. Moreover, none of the Court's previous commercial speech cases address the potentially discriminatory nature of commercial speech regulations. These facts, together with the Court's selective funding decisions, make it unlikely that Congress' Proposal will qualify as an impermissible, content-based speech restriction.

B. The Proposal Is a Valid Selective Government Funding Decision

Congress' anti-tax deduction Proposal is a permissible selective funding decision under the First Amendment. In Rust v. Sullivan, the Court recognized Congress' power to make content-based funding decisions regarding government programs. Rust addressed whether the exclusion of programs involving abortion from Title X funding amounted to an unconstitutional attempt by the government to silence a particular viewpoint, or a constitutionally permissible means of discouraging abortion. The Court held that:

The Government can, without violating the Constitution, selectively fund a program to encourage certain activities it believes to be in the public interest, without at the same time funding an alternative program which seeks to deal with the problem in another way. In so doing, the Government has not discriminated on the basis of viewpoint; it has merely chosen to fund one activity to the exclusion of the other.

The expressive interest embodied in Congress' anti-tax deduction Proposal resembles the government's use of financial incentives to discourage abortion upheld in Rust: just as Title X's selective funding was a constitutionally permissible expression of the government's lack of support for abortion, the Proposal's removal of tax deductibility is a constitutionally permissible expression of congressional disdain for the

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211 See Redish & Kessler, supra note 191, at 575 ("According to the Court in Rust, the regulations constituted not an improper government 'carrot' designed to silence expression of a particular viewpoint, but rather a self-defined governmental program the purpose of which was to deter abortions, or at least promote alternatives to abortion."); see also Harris v. McRae, 448 U.S. 297, 317 n.19 (1980) ("A refusal to fund protected activity, without more, cannot be equated with the imposition of a 'penalty' on that activity."); Maher v. Roe, 432 U.S. 464, 474 (1977) (holding that the government may "make a value judgment favoring childbirth over abortion, and... implement that judgment by the allocation of public funds").
212 See Rust, 500 U.S. at 193.
tobacco industry's objectionable business practices.

Since Rust, the Court has decided two cases that cast doubt on its commitment to the selective funding principle. In Simon & Schuster v. Members of the New York State Crime Victims Board, the Court invalidated a statute requiring a convicted criminal to forfeit the proceeds from any reenactment of his crime or the associated story. The Court found that the law unconstitutionally "singles out income derived from expressive activity for a burden the state places on no other income, and it is directed only at works with a specified content." This statute is distinguishable from Congress' Proposal regarding the tax deductibility of tobacco ads. The speech at issue in Simon & Schuster was noncommercial; the Court never addressed the consequences of a law placing a similar financial burden on commercial speech. Given the historical distinction between commercial and noncommercial speech, the Court is likely to evaluate Congress' Proposal under a less demanding constitutional standard than that employed in Simon & Schuster.

Similarly, in Rosenberger v. Rector & Visitors of the University of Virginia, the Court invalidated a decision by the University to deny funding to a student group intending to publish a Christian periodical. The University's decision was inconsistent with the First Amendment, according to the Court, because it singled out the publication based on its content, denying it a grant it was otherwise qualified to receive. Distinguishing between the funding of governmental and private speech, the Court held that selective funding is permissible for speakers with a "governmental message," but not for speakers, such as the Christian group, engaged in private speech.

Congress' Proposal satisfies the standard set forth in Rosenberger. First, the speech which the University refused to fund was noncommercial. The recognized constitutional difference between commercial and noncommercial speech distinguishes Congress' regulation of tobacco advertising from a public university's restriction of private speakers. Second, Congress' Proposal is aimed at speech that is comparable to a governmental message. Unlike the religious speech at issue

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216 See id. at 837 (holding that the "regulation invoked to deny ... [financial] support is a denial of [petitioner's] right of free speech guaranteed by the First Amendment").
217 Id. at 833-34.
in *Rosenberger*, tobacco advertisements implicate a government interest by posing a threat to the national welfare.

When subsidized speech, even by a private actor, is directly contrary to a government message, such speech must be amenable to government regulation as something greater than (exclusively) private speech. Thus, despite *Rosenberger*'s apparent limitation on the selective funding doctrine, Congress' Proposal is still valid because it satisfies *Rosenberger*'s "governmental message" requirement.

The Court recently reaffirmed its selective funding doctrine in *National Endowment for the Arts v. Finley*,

upholding a requirement that federal arts funding be available only to those artists adhering to tenets of "decency and respect for the diverse beliefs and values of the American public." The Court determined that the statute did not require unconstitutional content-based discrimination in funding decisions because it did not eliminate specific means of expression, but simply increased the subjectivity of the selection process. The Court implied, however, that the statute would not have survived First Amendment scrutiny if it had been designed to "drive 'certain ideas or viewpoints from the marketplace.'" Congress' Proposal is more akin to the subjective selection process upheld in *Finley* than to an intentional act of censorship. The government's interest in expressing its distaste for the tobacco industry does not require or entail decimating tobacco companies' promotional efforts. Instead, Congress merely declines to encourage tobacco ads in the interest of public welfare. The removal of tax deductible status from tobacco ads is thus not an act of censorship, but a subjective policy decision within the bounds of Congress' funding authority.

A further consideration in assessing the constitutionality of Congress' Proposal is the Court's unique treatment of federal funding for advertising. Federal funding of advertisements has been virtually immune from First Amendment scrutiny. In *Glickman v. Wileman Brothers & Elliott, Inc.*, the Court evaluated a federal advertising program as a matter of economic policy to be decided by "producers and administrators" of the program, rather than as a First Amendment

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219 Id. at 572 (quoting 20 U.S.C. § 954(d)(1), the 1990 amendment to the National Foundation of the Arts Act of 1965).
222 Id. at 476.
issue to be decided by the courts. The Court stated that:

The First Amendment has never been construed to require heightened scrutiny of any financial burden that has the incidental effect of constraining the size of a firm's advertising budget. The fact that a regulation may indirectly lead to a reduction in a handler's individual advertising budget does not itself amount to a restriction on speech. This reasoning, like that in Rust, suggests that Congress' Proposal implicates Congress' economic policy-making authority rather than the First Amendment. If the Proposal is analyzed as an economic policy decision, and not as a content-based speech regulation, it will thus not be subject to the rigorous First Amendment scrutiny that dooms most content-based regulations of speech.

Congress' Proposal is comparable to these government funding cases for three reasons. First, the Court has gone to great lengths to establish the difference between commercial and noncommercial speech, even developing an independent test for the constitutionality of commercial speech restrictions. As a result, it is inappropriate to analogize a Proposal dealing with purely commercial speech to First Amendment taxation cases, all of which deal solely with regulations of noncommercial speech. Second, the Court has regularly heard cases involving advertising restrictions without ever addressing the problem of content-based discrimination. Finally, the Court has already addressed the propriety of a regulation designed to alter the advertising budgets of particular taxpayers and has upheld that regulation against a First Amendment challenge. Since Congress' Proposal does not represent the type of impermissible content-based speech restrictions that have been struck down in the past, it should be permitted under the First Amendment.

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223 Id. at 470.
224 See supra Part II.C-D; see also Central Hudson Gas & Elec. Corp. v. Public Serv. Comm'n of N.Y. 447 U.S. 557, 566 (1980).
V. Conclusion

Congress' Proposal to remove the tax-deductible status of tobacco advertisements is constitutional because it satisfies both the \textit{Central Hudson} test and First Amendment standards regarding differential taxation of speech. Because tobacco ads are typically misleading, they may be regulated without violating the First Amendment. Indeed, even if tobacco ads are not found to be misleading, Congress' Proposal nonetheless satisfies the \textit{Central Hudson} test for evaluating commercial speech regulations. Whether the government claims it has a substantial interest in the welfare of its citizens or, alternatively, in publicly condemning the irresponsible behavior of the tobacco industry, Congress' Proposal is permissible because it both materially advances an important government interest and represents a reasonable fit with that interest.

The Proposal is also a permissible government funding decision under the First Amendment. The Court has only struck down content-based taxes on noncommercial speech. In commercial speech cases—specifically those involving limits on advertising—the Court has never raised the question of whether a tax on commercial speech is impermissibly content-based, but instead has consistently relied on the \textit{Central Hudson} test to determine a statute's constitutionality. Moreover, the Court has consistently found that the government may, in accord with the rational basis standard, tax speech and other activities at its discretion. Accordingly, Congress' Proposal to remove the tax deductible status of tobacco advertisements represents a permissible regulation of commercial speech and an appropriate exercise of congressional taxing power under the First Amendment.

\textit{government non-neutrality does not pose a substantial risk of skewing or indoctrinating, it should be permitted.}}. Cole presents a three-part test to determine if the government should interfere with certain "spheres" of speech. He asks "whether government control of the content of speech in the institution would be threatening to a vigorous public debate. . . . whether the internal operation of the institution is consistent with a first amendment neutrality mandate. . . . whether the independence of speakers can be structurally accommodated in some intermediate fashion." \textit{Id.} at 736. All three of Cole's criteria are satisfied by the tax-deduction Proposal.