

HOUSE RESOLUTION NO. 91-4723, by Representative Heavey

WHEREAS, Adult citizens of this state have the right to use alcohol in a responsible manner; and

WHEREAS, Alcohol is an illegal drug for persons under twenty-one years of age; and

WHEREAS, It has been estimated that over fifty thousand students in grades six through twelve can be considered heavy drinkers and over fifty percent have tried alcohol; and

WHEREAS, Almost one-half of the deaths and almost one-quarter of the disabling injuries on our highways result from accidents involving drivers under the influence of alcohol; and

WHEREAS, As a class, young people are greatly overrepresented in the number of alcohol-related collisions, making alcohol-related accidents the leading cause of death for sixteen to twenty-four year olds in the United States; and

WHEREAS, Alcohol abuse has been linked to a wide array of family and health problems, causing much pain and suffering; and

WHEREAS, The treatment of these problems raises the cost of health care for all citizens of the state; and

WHEREAS, Approximately one hundred forty-five babies are born in Washington state each year with fetal alcohol syndrome; and

WHEREAS, Fetal alcohol syndrome is the third leading cause of mental retardation in the United States; and

WHEREAS, More than one-third of the arrests in the United States each year are related to alcohol abuse, costing taxpayers one hundred fifty million dollars a year for the arrest, trial, and jail time of these people; and

WHEREAS, Advertising has a tremendous effect on the attitudes, beliefs, social behavior, and consumer behavior of citizens of all ages, especially young persons; and

WHEREAS, It is estimated that over seventy percent of high school seniors watch some television every day; and

WHEREAS, The average primary and secondary level student spends more time watching television than doing homework; and

WHEREAS, Many advertisers have taken advantage of this eager market by explicitly or implicitly purveying the message that alcohol contributes to a person's attractiveness, athletic ability, professional ability, or social status; and

WHEREAS, Advertisers have also attempted to make alcohol appealing to young people by linking alcohol to various animated characters and mascots; and

WHEREAS, Some alcohol advertisements convey a sexist message by objectifying women; and

WHEREAS, The Wine Institute has adopted the following voluntary Code of Advertising Standards:

(1) Wine and wine cooler advertising should encourage the proper use of wine. Therefore, wine and wine cooler advertising by code subscribers shall not depict or describe in their advertising:

(a) The consumption of wine or wine coolers for the effects their alcohol content may produce;

(b) Direct or indirect reference to alcohol content or extra strength, except as otherwise required by law or rule;

(c) Excessive drinking or persons who appear to have lost control or to be inappropriately uninhibited;

(d) Any suggestion that excessive drinking or loss of control is amusing or a proper subject for amusement;

(e) Any persons engaged in activities not normally associated with the moderate use of wine or wine coolers and a responsible life style.

Association of wine use in conjunction with feats of daring or activities requiring unusual skill is specifically prohibited;

(f) Wine or wine coolers in quantities inappropriate to the situation or inappropriate for moderate and responsible use; or

(g) The image of wine and wine coolers in advertising and promotion in other than an adult-oriented and socially responsible manner. Comparative or competitor-derogatory advertising is inappropriate.

(2) Advertising of wine has traditionally depicted wholesome persons enjoying their lives and illustrating the role of wine in a mature life style. Any attempt to suggest that wine directly contributes to success or achievement is unacceptable. Therefore, the following restrictions apply to subscribers of this code:

(a) Wine and wine coolers shall not be presented as being essential to personal performance, social attainment, achievement, success, or wealth;

(b) The use of wine and wine coolers shall not be directly associated with social, physical, or personal problem solving;

(c) Wine and wine coolers shall not be presented as vital to social acceptability and popularity; and

(d) It shall not be suggested that wine or wine coolers are crucial for successful entertaining.

(3) Any advertisement which has particular appeal to persons below the legal drinking age is unacceptable. Therefore, wine and wine cooler advertising by code subscribers shall not:

(a) Show models and personalities in advertisements who are under the legal drinking age. Models should appear to be twenty-five years of age or older;

(b) Use music, language, gestures, or cartoon characters specifically associated with or directed toward those below the legal drinking age;

(c) Appear in children's or juvenile magazines, newspapers, television programs, radio programs, or other media specifically oriented to persons below the legal drinking age;

(d) Be presented as being related to the attainment of adulthood or associated with "rites of passage" to adulthood;

(e) Suggest that wine or a wine cooler product resembles or is similar to another type of beverage or product (milk, soda, candy) having particular appeal to persons below the legal drinking age;

(f) Use current or traditional heroes of the young such as those engaged in pastimes and occupations having a particular appeal to persons below the legal drinking age; or

(g) Use amateur or professional sports celebrities, past or present.

(4) Code subscribers shall not show motor vehicles in such a way as to suggest that they are to be operated in conjunction with wine or wine cooler use. Advertising should in no way suggest that wine or wine coolers be used in connection with driving motorized vehicles such as automobiles, motorcycles, boats, snowmobiles, or airplanes.

(5) Wine and wine cooler advertising shall not appear in or directly adjacent to television or radio programs or print media which dramatize or glamorize overconsumption or inappropriate use of alcoholic beverages.

(6) Wine and wine cooler advertising by code subscribers shall make no reference to wine's medicinal or caloric values.

(7) Wine and wine cooler advertising by code subscribers shall not degrade the image or status of any ethnic, minority, or other group.

(8) Wine and wine cooler advertising shall not be directed to underage drinkers or pregnant women. Wine and wine cooler advertising shall not portray excessive drinking.

(9) Wine and wine cooler advertising by code subscribers shall not exploit the human form, feature provocative or enticing poses, nor be demeaning to any individual.

(10) A distinguishing and unique feature of wine is that it is traditionally served with meals or immediately before or following a meal. Therefore, when subscribers to this code use wine advertising which visually depicts a scene or setting where wine is to be served, such advertising shall include foods and show that they are available and are being used or are intended to be used;

NOW, THEREFORE, BE IT RESOLVED, That the House of Representatives commend the wine industry for its effective self-regulation, which encourages only responsible use of alcohol by adults; and

BE IT FURTHER RESOLVED, That copies of this resolution be immediately transmitted by the Chief Clerk of the House of Representatives to each and every winery that markets wine or wine coolers in the state of Washington.