
HOUSE CONCURRENT RESOLUTION 4428

State of Washington 52nd Legislature 1992 Regular Session

By Representatives Heavey, Jacobsen, Fuhrman, Brekke and Sprenkle

Read first time 01/15/92. Referred to Committee on Commerce & Labor.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

27 NOW, THEREFORE, BE IT RESOLVED, By the House of Representatives of
28 the state of Washington, the Senate concurring, that the beer and malt
29 liquor industry is strongly encouraged to regulate itself and to adopt
30 the same voluntary Code of Advertising Standards with regard to its

1 advertising that has been adopted by the Wine Institute, specifically,
2 that:

3 (1) Advertising should encourage the proper use of beer and malt
4 liquor, it should not depict or describe:

5 (a) Consumption for the effects the alcohol content may produce;

6 (b) Alcohol content or extra strength unless required by law;

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

9 (d) Any suggestion that excessive drinking or loss of control is
10 amusing;

11 (e) Any persons engaged in activities not normally associated with
12 the moderate use of beer or malt liquor and a responsible life style.
13 Association of beer or malt liquor use in conjunction with feats of
14 daring or activities requiring unusual skill should be specifically
15 prohibited;

16 (f) Beer or malt liquor in quantities inappropriate to the
17 situation or inappropriate for moderate and responsible use; or

18 (g) The image of beer or malt liquor in advertising in other than
19 an adult-oriented and socially responsible manner.

20 (2) Any attempt to suggest that beer or malt liquor directly
21 contributes to success or achievement is unacceptable. Therefore, the
22 following restrictions will apply to subscribers of this code:

23 (a) Beer and malt liquor shall not be presented as being essential
24 to personal performance, social attainment, achievement, success, or
25 wealth;

26 (b) The use of beer or malt liquor shall not be directly associated
27 with social, physical, or personal problem solving;

28 (c) Beer and malt liquor shall not be presented as vital to social
29 acceptability and popularity; and

1 (d) It shall not be suggested that beer or malt liquor is crucial
2 for successful entertaining.

3 (3) Any advertisement which has particular appeal to persons below
4 the legal drinking age is unacceptable. Therefore, beer and malt
5 liquor advertising shall not:

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

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

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

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

17 (e) Suggest that beer or malt liquor resembles or is similar to
18 another type of beverage or product having particular appeal to persons
19 below the legal drinking age;

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

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

25 (4) Code subscribers shall not show motor vehicles in such a way as
26 to suggest that they are to be operated in conjunction with beer or
27 malt liquor use. Advertising should in no way suggest that beer or
28 malt liquor be used in connection with driving motorized vehicles such
29 as automobiles, motorcycles, boats, snowmobiles, or airplanes.

1 (5) Beer and malt liquor advertising shall not appear in or
2 directly adjacent to television or radio programs or print media which
3 dramatize or glamorize overconsumption or inappropriate use of
4 alcoholic beverages.

5 (6) Beer and malt liquor advertising shall make no reference to the
6 medicinal or caloric values of beer or malt liquor.

7 (7) Beer and malt liquor advertising shall not degrade the image or
8 status of any ethnic, minority, or other group.

9 (8) Beer and malt liquor advertising shall not be directed to
10 underage drinkers or pregnant women. Beer and malt liquor advertising
11 shall not portray excessive drinking.

12 (9) Beer and malt liquor advertising shall not exploit the human
13 form, feature provocative or enticing poses, nor be demeaning to any
14 individual; and

15 BE IT FURTHER RESOLVED, That a joint select committee on alcohol
16 advertising be established to review any progress made by the beer and
17 malt liquor industry in its effort to self-regulate and to recommend to
18 the legislature methods of regulating the industry, under the broad
19 power granted the states by the twenty-first amendment to the
20 Constitution of the United States, if self-regulation proves not to be
21 effective; and

22 BE IT FURTHER RESOLVED, That the committee consist of eight
23 members, four members each selected by the President of the Senate and
24 the Speaker of the House of Representatives; and

25 BE IT FURTHER RESOLVED, That the committee report its findings and
26 recommendations to the legislature at the regular session held in 1993.