
SUBSTITUTE HOUSE CONCURRENT RESOLUTION 4402

State of Washington

53rd Legislature

1993 Regular Session

By House Committee on Commerce & Labor (originally sponsored by Representatives Heavey, Veloria, Wineberry, Lemmon, Chappell and Pruitt)

Read first time 03/03/93.

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

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

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

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

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

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

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

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

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

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

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

23 NOW, THEREFORE, BE IT RESOLVED, By the House of Representatives of
24 the state of Washington, the Senate concurring, that the beer and malt
25 liquor industry is strongly encouraged to regulate itself and to adopt
26 the same voluntary Code of Advertising Standards with regard to its
27 advertising that has been adopted by the Wine Institute, specifically,
28 that:

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

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

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

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

35 (d) Any suggestion that excessive drinking or loss of control is
36 amusing;

37 (e) Any persons engaged in activities not normally associated with
38 the moderate use of beer or malt liquor and a responsible life style.
39 Association of beer or malt liquor use in conjunction with feats of

1 daring or activities requiring unusual skill should be specifically
2 prohibited;

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

8 (5) Beer and malt liquor advertising shall not appear in or
9 directly adjacent to television or radio programs or print media which
10 dramatize or glamorize overconsumption or inappropriate use of
11 alcoholic beverages.

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

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

16 (8) Beer and malt liquor advertising shall not be directed to
17 underage drinkers or pregnant women. Beer and malt liquor advertising
18 shall not portray excessive drinking.

19 (9) Beer and malt liquor advertising shall not be
20 disproportionately targeted toward any ethnic, minority, or
21 socioeconomic group.

22 (10) Beer and malt liquor advertising shall not exploit the human
23 form, feature provocative or enticing poses, nor be demeaning to any
24 individual.

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