

105TH CONGRESS  
1ST SESSION

# H. RES. 171

To urge the Federal Communications Commission to commence an inquiry  
on distilled spirits advertising on television and radio.

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## IN THE HOUSE OF REPRESENTATIVES

JUNE 19, 1997

Mr. KENNEDY of Massachusetts (for himself, Mr. HANSEN, Mr. MARKEY, Mr. CONYERS, Mr. HINCHEY, Mr. MORAN of Virginia, Mr. McDERMOTT, Mr. DELLUMS, Ms. KAPTUR, Mr. MEEHAN, Mr. LIPINSKI, Mr. MINGE, Mr. UNDERWOOD, Mr. FALEOMAVAEGA, Ms. NORTON, Mr. MURTHA, and Mr. RUSH) submitted the following resolution; which was referred to the Committee on Commerce

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## RESOLUTION

To urge the Federal Communications Commission to commence an inquiry on distilled spirits advertising on television and radio.

Whereas for forty-eight years, the distilled spirits industry followed a self-imposed voluntary ban against advertising their products on television or radio;

Whereas in June 1996, a distiller began airing 30-second televised commercials for a popular whisky brand, marking the first major break with the voluntary industry ban;

Whereas in November 1996, the Distilled Spirits Council ended its voluntary ban which had served the public interest since 1948;

Whereas the number of distillers advertising their products on television and radio continues to increase;

Whereas alcohol is a factor in the 3 leading causes of death for 15- to 24-year olds (accidents, homicides, suicides);

Whereas alcohol accounts for more than 100,000 deaths each year;

Whereas a recent nationwide poll found that 69 percent of American adults support a Federal Government investigation of the impact of television and radio advertising of alcoholic beverages on teens and children;

Whereas the Federal Communications Commission has the responsibility to ensure that the public interest is served by uses of the public airwaves;

Whereas a Federal Communications Commission review of the effects of the introduction of distilled spirits advertising on public airwaves would produce a factual record that would be useful to Congress, the Administration, as well as the public; and

Whereas the President, the Attorney General, Members of Congress, numerous States, and hundreds of public interest groups and individuals have asked the Federal Communications Commission to examine various issues raised by the introduction of distilled spirits advertising on television and radio: Now, therefore, be it

- 1        *Resolved*, That the Congress of the United States
- 2    urges the Federal Communications Commission to issue
- 3    a notice of inquiry to seek comment and gather facts relat-
- 4    ed to issues raised by the introduction of distilled spirits
- 5    advertising on television and radio, with a particular focus

- 1 on the effects of such advertisements on children and teen-
- 2 agers.

