
HOUSE JOINT MEMORIAL 4028

State of Washington 52nd Legislature 1992 Regular Session

By Representatives Heavey, Franklin, Fuhrman and Sprenkle

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

1 TO THE HONORABLE GEORGE BUSH, PRESIDENT OF THE UNITED STATES, AND
2 TO THE PRESIDENT OF THE SENATE AND THE SPEAKER OF THE HOUSE OF
3 REPRESENTATIVES, AND TO THE SENATE AND HOUSE OF REPRESENTATIVES OF THE
4 UNITED STATES, IN CONGRESS ASSEMBLED, AND TO THE FEDERAL COMMUNICATIONS
5 COMMISSION:

6 We, your Memorialists, the Senate and House of Representatives of
7 the State of Washington, in legislative session assembled, respectfully
8 represent and petition as follows:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

6 NOW, THEREFORE, Your Memorialists respectfully pray that Congress
7 enact a law establishing a "fairness doctrine" for alcohol advertising,
8 requiring that any federal communications commission licensee who
9 permits the advertising of alcoholic beverages provide equal time for
10 public service messages designed to educate the public about the
11 problems associated with alcohol use and abuse.

12 BE IT RESOLVED, That copies of this Memorial be immediately
13 transmitted to the Honorable George Bush, President of the United
14 States, the Federal Communications Commission, the President of the
15 United States Senate, the Speaker of the House of Representatives, and
16 each member of Congress from the State of Washington.