

HOUSE BILL REPORT

HCR 4402

As Reported By House Committee On:
Commerce & Labor

Brief Description: Encouraging brewers to adopt voluntary advertising standards and creating a joint select committee on alcohol advertising.

Sponsors: Representatives Heavey, Veloria, Wineberry, Lemmon, Chappell and Pruitt.

Brief History:

Reported by House Committee on:
Commerce & Labor, March 3, 1993, DPS.

HOUSE COMMITTEE ON COMMERCE & LABOR

Majority Report: The substitute bill be substituted therefor and the substitute bill do pass. Signed by 5 members: Representatives Heavey, Chair; G. Cole, Vice Chair; Conway; King; and Veloria.

Minority Report: Do not pass. Signed by 4 members: Representatives Lisk, Ranking Minority Member; Chandler, Assistant Ranking Minority Member; Horn; and Springer.

Staff: Jim Kelley (786-7166).

Background: The wine industry has adopted a voluntary code of advertising standards that, among other things, encourages the proper use of wine, forbids the suggestion that wine contributes to success or achievement, and forbids advertising appealing to minors.

Summary of Substitute Bill: The beer and malt liquor industry is urged to adopt a voluntary code of advertising standards similar to the code adopted by the wine industry.

Substitute Bill Compared to Original Bill: The substitute resolution adds a provision recommending that the beer and malt liquor industry not disproportionately aim its advertising toward any ethnic, minority, or socioeconomic group. The substitute resolution deletes the provision in the original resolution creating a joint select committee on alcohol advertising.

Fiscal Note: Not requested.

Effective Date of Substitute Bill: Upon filing with the Office of the Secretary of State.

Testimony For: The intent of this resolution is good. The beer institute has adopted a similar code.

Testimony Against: The resolution is unnecessary, because the beer institute has already adopted a voluntary code. Voluntary codes, by their nature, are not binding or enforceable. Beer advertising is already very responsible. This joint select committee looks more like a censorship committee.

Witnesses: Steve Wehrly, Miller Brewing Company (opposed); Dick Ducharme, Beer and Wine Wholesaler Association (suggested amendments); Becky Bogard, Washington State Association of Broadcasters (neutral); and Bill Fritz, Anheuser-Busch (opposed).