

SENATE JOINT RESOLUTION NO. 5

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTIETH LEGISLATURE - FIRST SESSION

BY SENATOR DUNCAN, Ellis

Introduced: 1/13/97

Referred: State Affairs, HESS

A RESOLUTION

1 **Relating to continuing the ban on television and radio advertising of distilled**
2 **liquor.**

3 **BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 **WHEREAS** alcohol abuse is one of the top health problems in the state; and

5 **WHEREAS** research indicates that television advertising has a substantial influence
6 on youth; and

7 **WHEREAS** the median age at which children begin drinking is 13; and

8 **WHEREAS** more than one-half the students in grades 5 to 12 say alcohol advertising
9 encourages them to drink; and

10 **WHEREAS**, in 1991, Alaska had the third highest per capita alcohol consumption rate
11 in the United States; and

12 **WHEREAS** many radio stations on which hard liquor advertisements currently air
13 have rock and roll formats that target teenagers; and

14 **WHEREAS**, for more than 50 years, the liquor industry had voluntarily banned hard
15 liquor advertising on television and radio; and

16 **WHEREAS**, in early 1996, the liquor industry decided to lift the ban on hard liquor

1 advertising on television and radio; and

2 **WHEREAS** Governor Tony Knowles has petitioned the Federal Communications
3 Commission to formally ban hard liquor advertising from television and radio if the industry
4 does not voluntarily agree to a ban;

5 **BE IT RESOLVED** that the Alaska State Legislature urges the Federal
6 Communications Commission to approve the petition filed by the State of Alaska to ban
7 advertising of distilled spirits in electronic broadcast media if the liquor industry does not
8 voluntarily agree to a ban.

9 **COPIES** of this resolution shall be sent to the Honorable Reed E. Hundt, Chairman
10 of the Federal Communications Commission, and to the Honorable Ted Stevens and the
11 Honorable Frank Murkowski, U.S. Senators, and the Honorable Don Young, U.S.
12 Representative, members of the Alaska delegation in Congress.