Alcohol Advertisement Restriction Resolution

WHEREAS, The National PTA promotes advocacy to include providing understandable, accessible, and well-publicized processes for influencing decisions, raising issues or concerns, and resolving problems; and

WHEREAS, The set restrictions regarding the placement and various content guidelines for self-regulation which were accepted by the alcohol industry to avoid marketing to children and youth by the Federal Trade Commission (FTC) are not effective; and

WHEREAS, According to the 2000 U.S. Census, youth between the ages of 10 and 19 comprise 14% of the entire U.S. population; and

WHEREAS, Even when alcohol advertising is placed on programming with 15% or less youth in the viewing audience, youth exposure to alcohol advertising on television is substantial and significant. In 2001, youths saw two beer and ale ads for every three seen by an adult; and

WHEREAS, Research studies have found that exposure to and appeal of alcohol advertisements affects young people's beliefs about drinking, intentions to drink, and actual drinking behavior; and

WHEREAS, Among youths, 15 to 17 years of age, surveyed about drinking and risky sexual behavior, 29% of the respondents said alcohol or drugs had influenced their decision to engage in sexual activity. Almost a quarter of the 15 to 17 year olds reported that they had done more sexually than planned because of alcohol or drug use; and therefore be it

RESOLVED, That the Tennessee PTA urge the applicable local, state, and federal governing agencies to set mandatory standards to guide the advertisement of all alcohol products, develop a third party monitoring system, and bring to the public attention any advertising, promotions, or marketing which violates these standards; and be it further

RESOLVED, That the Tennessee PTA urge these standards to include, time, place, and method restrictions on all alcoholic advertising so as to limit the exposure to the underage public; and be it further

RESOLVED, That the Tennessee PTA urge these restrictions should further include that ads should not depict concerts, sports or events with a strong youth appeal, use celebrities, music stars, athletes, animals, cartoon characters, toys, games or language that appeal to youth, portray drinking in association with sexual passion, promiscuity, or any amorous activity.

Adopted by the 2004 Convention Delegates