

## Alcohol Advertisement Restriction Resolution

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4 WHEREAS, The National PTA promotes advocacy to include providing  
5 understandable, accessible, and well-publicized processes for influencing  
6 decisions, raising issues or concerns, and resolving problems; and  
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8 WHEREAS, The set restrictions regarding the placement and various content  
9 guidelines for self-regulation which were accepted by the alcohol industry  
10 to avoid marketing to children and youth by the Federal Trade  
11 Commission (FTC) are not effective; and  
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13 WHEREAS, According to the 2000 U.S. Census, youth between the ages of 10 and 19  
14 comprise 14% of the entire U.S. population; and  
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16 WHEREAS, Even when alcohol advertising is placed on programming with 15% or less  
17 youth in the viewing audience, youth exposure to alcohol advertising on  
18 television is substantial and significant. In 2001, youths saw two beer and  
19 ale ads for every three seen by an adult; and  
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21 WHEREAS, Research studies have found that exposure to and appeal of alcohol  
22 advertisements affects young people's beliefs about drinking, intentions to  
23 drink, and actual drinking behavior; and  
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25 WHEREAS, Among youths, 15 to 17 years of age, surveyed about drinking and risky  
26 sexual behavior, 29% of the respondents said alcohol or drugs had  
27 influenced their decision to engage in sexual activity. Almost a quarter of  
28 the 15 to 17 year olds reported that they had done more sexually than  
29 planned because of alcohol or drug use; and therefore be it  
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31 RESOLVED, That the Tennessee PTA urge the applicable local, state, and federal  
32 governing agencies to set mandatory standards to guide the  
33 advertisement of all alcohol products, develop a third party monitoring  
34 system, and bring to the public attention any advertising, promotions, or  
35 marketing which violates these standards; and be it further  
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37 RESOLVED, That the Tennessee PTA urge these standards to include, time, place, and  
38 method restrictions on all alcoholic advertising so as to limit the exposure  
39 to the underage public; and be it further  
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41 RESOLVED, That the Tennessee PTA urge these restrictions should further include  
42 that ads should not depict concerts, sports or events with a strong youth  
43 appeal, use celebrities, music stars, athletes, animals, cartoon characters,  
44 toys, games or language that appeal to youth, portray drinking in  
45 association with sexual passion, promiscuity, or any amorous activity.  
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48 Adopted by the 2004 Convention Delegates