

105TH CONGRESS  
1ST SESSION

# H. R. 1976

To require an annual report by the Secretary of Health and Human Services on alcohol advertising practices, and for other purposes.

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## IN THE HOUSE OF REPRESENTATIVES

JUNE 19, 1997

Mr. KENNEDY of Massachusetts introduced the following bill; which was referred to the Committee on Commerce

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## A BILL

To require an annual report by the Secretary of Health and Human Services on alcohol advertising practices, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Alcohol Advertising  
5 Accountability Act of 1997”.

6 **SEC. 2. FINDINGS.**

7 The Congress makes the following findings:

8 (1) In 1995, the Department of Health and  
9 Human Services found that there is a significant un-  
10 derage drinking problem and estimated that there

1 are 11 million drinkers of alcoholic beverages who  
2 are under the age of 21. Of that number, 2 million  
3 are heavy drinkers of such beverages.

4 (2) In 1996, the proportion of students having  
5 5 or more drinks in a row during the 2-week period  
6 preceding the Monitoring the Future Survey were 16  
7 percent for 8th graders, 25 percent for 10th grad-  
8 ers, and 30 percent for 12th graders.

9 (3) The median age at which children begin  
10 drinking alcoholic beverages is just over 13 years.  
11 Fifty-five percent of students in the 8th grade have  
12 tried an alcoholic beverage.

13 (4) A 1995 survey found that 50 percent of the  
14 teenagers who were asked said that alcohol is a more  
15 serious problem among today's youth than illicit  
16 drugs.

17 (5) In 1993, nearly 10 percent (over 110,000)  
18 of the clients admitted to State-funded alcohol treat-  
19 ment programs were under the age of 21.

20 (6) Alcoholic beverage companies spent \$2 bil-  
21 lion to advertise and promote their products in  
22 1995. The budget of the National Institute on Alco-  
23 hol Abuse and Alcoholism for the same year was  
24 \$176 million.

1           (7) According to a study published in the Amer-  
2           ican Journal of Public Health, viewing beer ads on  
3           television may predispose young people to drinking  
4           beer. Children who are more aware of beer advertise-  
5           ments hold more favorable beliefs about drinking  
6           beer and intend to drink beer more frequently as  
7           adults.

8           (8) Almost half of all adults think that alcohol  
9           industry advertising greatly influences underage  
10          youth to drink alcoholic beverages, another one-third  
11          think industry advertising has some influence.

12 **SEC. 602. REPORT OF FEDERAL TRADE COMMISSION ON AL-**  
13 **COHOL ADVERTISING.**

14          (a) ACTION BY THE FEDERAL TRADE COMMIS-  
15          SION.—The Federal Trade Commission shall report annu-  
16          ally to the Congress on alcohol advertising, its profile and  
17          its effects.

18          (b) REVIEW.—The Federal Trade Commission shall  
19          review alcohol advertising in all media, including broadcast  
20          and cable television, other electronic means, and print and  
21          outdoor advertising and review promotional activities un-  
22          dertaken to promote the sale of alcoholic beverages.

23          (c) REPORT CONTENT.—The report of Federal Trade  
24          Commission shall include—

25                 (1) an identification of—

1 (A) the extent to which underage persons  
2 are exposed to alcohol advertising in the broad-  
3 cast media,

4 (B) the total expenditures for alcoholic  
5 beverage advertising in each medium and in  
6 promotions,

7 (C) the extent to which media program au-  
8 diences are under the age of 21 and the propor-  
9 tion of all underage persons in the potential  
10 viewing audience,

11 (D) the number of television and cable al-  
12 cohol beverage advertisements that appear dur-  
13 ing each broadcast hour and the proportion of  
14 such advertisements to all advertisements dur-  
15 ing each such hour,

16 (E) an identification of the types and  
17 themes of alcohol advertising in all media (espe-  
18 cially in broadcast) and other electronic means,

19 (F) any graphics, slogans, and characters,  
20 including music and sound effects, and tech-  
21 niques that are used in alcohol beverage adver-  
22 tising, and

23 (G) the extent to which other promotional  
24 efforts used to market alcoholic beverages which  
25 appear in clothing, sporting events, contests,

1           and concerts appeal to individuals under the  
2           age of 21;

3           (2) a determination of the extent to which  
4           young people are exposed to alcohol advertising and  
5           promotions of alcoholic beverages;

6           (3) an evaluation of the relationship between al-  
7           cohol advertising practices and underage drinking,  
8           drunk driving, and related public health problems;  
9           and

10          (4) an evaluation of alcohol industry sponsored  
11          campaigns addressing public service and prevention  
12          messages for underage drinking, drunk driving, and  
13          other alcohol-related topics.

14          (d) RECOMMENDATIONS.—The report of the Federal  
15          Trade Commission under subsection (a) shall also include  
16          such recommendations for legislation as the Commission  
17          determines are appropriate.

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