

Town of Duxbury, Massachusetts

Office of Selectmen

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CAMBRIDGE MA.



PATRICIA DOWD

DAVID J. VOGLER

October 27, 1988

ABDULKADER C. HAMADEH

TO: Governing Bodies of All Cities and Towns in Massachusetts

RE: Request for your Support in Seeking Federal Legislation to Ban Beer and Wine
Commercials from Television

The Board of Selectmen of the Town of Duxbury passed the attached resolution urging Congress to ban beer and wine commercials from radio and television. We urge you to pass a similar resolution. We need your support!

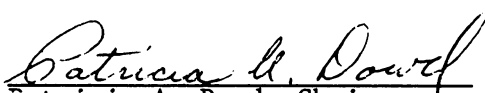
As the resolution states, young people between the ages of 2-18 are exposed to approximately 100,000 beer commercials on television. The commercials create an attitude -- an alcohol-oriented culture.

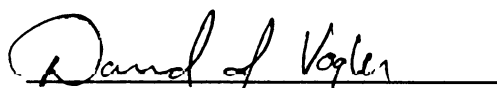
Your police records will show that beer is the alcoholic beverage most often used by young people in drunk driving deaths and accidents. In any given year in the United States, 25,000 people die and 650,000 people are seriously injured by a drunk driver. Other relevant and appalling facts are included in the resolution.

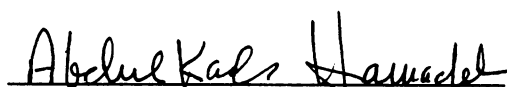
The resolution urges the Massachusetts Congressional Delegation to take the lead in passing federal legislation to ban the advertising of all alcoholic beverages from radio and television. The resolution also seeks support from all the other 350 cities and towns in Massachusetts, the governors of all 50 states, the President of the United States and Vice President Bush and Governor Dukakis in their roles as candidates for president.

The alcoholic beverage industry has a powerful and effective lobby. Previous attempts to attain this worthwhile public policy goal have failed. We believe this "grass roots" approach can succeed. Please support us and advise us of your action.

Sincerely,


Patricia A. Dowd, Chairman


David J. Vogler


Abdukader C. Hamadeh

BOS/fbh

878 Tremont Street • Duxbury, Massachusetts 02332 • (617) 934-6586

Town of Duxbury, Massachusetts

Office of Selectmen



PATRICIA DOWD

DAVID J. VOGLER

ABDULKADER C. HAMADEH

A RESOLVE

BOARD OF SELECTMEN

TOWN OF DUXBURY, MASSACHUSETTS

- WHEREAS, A team of university researchers* document that American children during the ages of 2-18, when social learning is most intense, are exposed to approximately 100,000 beer commercials on television, and,
- WHEREAS, This study* reports that beer is represented in TV commercials as an essential element in masculinity "so that one cannot be attained without the other -- a powerful, distorted and dangerous message to broadcast to young people", and,
- WHEREAS, The study* concludes that commercials contribute to drunk driving by representing as attractive such characteristics of "masculine" behavior as risk-taking, challenge seeking and disregard for the destructive or potentially dangerous consequences of one's action, and,
- WHEREAS, The study* states that these commercials communicate a "message" that the consumption of beer is harmless, not in the content of the message, but by the fact that beer commercials appear on TV at all since other potentially hazardous products such as hard liquor and cigarettes may not be advertised on TV, and,
- WHEREAS, Alcohol is alcohol regardless of the beverage it is in, and,
- WHEREAS, In any given year 25,000 people die and 650,000 people are seriously injured by a drunk driver,** and,
- WHEREAS, 17 million Americans suffer from the disease of alcoholism,** and,

WHEREAS, There are 4.4 million alcoholics, ages 13-17,* and,
WHEREAS, One out of every four or five children has one or more alcoholic parent,** and,
WHEREAS, Alcohol is the number one addictive drug in the United States,** and,
WHEREAS, Alcohol is the number three killer after cancer and heart disease,** and,

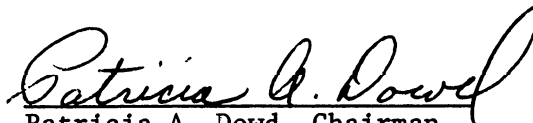
WHEREAS, The disease of alcoholism costs this nation \$120 billion annually,** monies that could be better spent on education, balancing the federal budget deficit and other deserving causes, and,

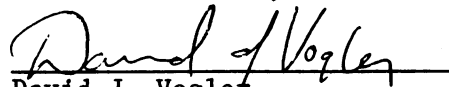
WHEREAS, October is Alcohol Awareness Month.

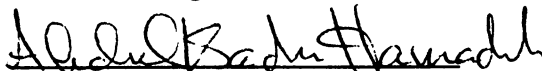
Be it hereby resolved that the Town of Duxbury through the Board of Selectmen requests that:

1. The Massachusetts Congressional delegation take the lead in introducing legislation that would ban all commercials promoting any alcoholic beverage from both network and local television and radio, and,
2. By copy of this resolution to the other 350 governing bodies in the cities and towns of Massachusetts, we request their support in passing similar resolutions, and,
3. By copy of this resolution to the Governor of the Commonwealth, we request his support in sending this resolution to the governors of the other 49 states asking them to send this resolution to all the local governments in their state urging them to pass similar resolutions, and,
4. By copy of this resolution to the President of the United States, we are asking that he lend his vigorous support to this legislative effort, and,

5. By copies of this resolution to Vice President Bush and Governor Dukakis in their roles as candidates for President of these United States, we ask them to lend their support to this vital national issue and to make the issue of beer and wine commercials on radio and television part of the national debate on important public policy issues.


Patricia A. Dowd, Chairman


David J. Vogler


Abdulkader C. Hamadeh

11 October, 1988

* Myth, Men & Beer: Analysis of Beer Commercials on Broadcast Television, 1987 Sponsored by the AAA Foundation for Traffic Safety.

** These data are taken, with the publisher's permission, from Chapter 12, pages 213 to 218, of Alcoholism: the Genetic Inheritance, by Kathleen Whalen FitzGerald, Ph.D., Double-Day, New York, NY, 1988, first edition.

RECEIVED BY
OFFICE OF CITY CLERK

1988 NOV -7 PM 3:31

CAMBRIDGE MA.

OFFICE OF
BOARD OF SELECTMEN
Duxbury, Massachusetts 02332



City Council
City of Cambridge
795 Massachusetts Avenue
Cambridge, Massachusetts 02139

1. S-695

Comm. from Patricia A. Dowd, Chairperson & Members of the Duxbury Board of Selectmen requesting the support of all Governing Bodies of Mass. Cities & Towns to seek Federal legislation to ban beer & wine commercials from television.

In City Council,

November 14, 1988

11-14-88

Placed on File.