

By Mrs. Murray of Cohasset, petition of Mary Jeanette Murray and Bruce N. Freeman for adoption of resolutions by the General Court memorializing the Congress of the United States relative to prohibiting the advertisement of alcoholic beverages in the media. Government Regulations.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Eighty-Six.

RESOLUTIONS MEMORIALIZING CONGRESS TO PROHIBIT THE ADVERTISE-
MENT OF ALCOHOLIC BEVERAGES IN THE MEDIA.

Whereas, Never in American history has the influence of the electronic and print media been more profound, permeating the strata of modern society; and

Whereas, The impact of these communication vehicles has not been lost on the purveyors of alcoholic beverages, who have saturated the air waves and the advertising pages with opportunistic blandishments; and

Whereas, The volume of advertisement by such penetrating means in itself is sufficient to wear down the innate resistance of the most discerning observer, flooding one's self-conscious with genial images of social conformity and acceptance; and

Whereas, That such repetitive messages pose a danger to the well-being of a media-reliant public appears clear when one considers the incidence of debilitating alcoholism in the world today; and

Whereas, The inherent danger of such conditioning is compounded when one considers the frequent exposure of the unemancipated viewer or reader who lacks sufficient experience to balance the proffered sensations with the burdens of responsible indulgence; and

Whereas, Society has an obligation to protect the impressionable minds of its youth from overreaching persuasion before faculties of criticism and approval have been fostered and afforded an opportunity for full development; and

Whereas, The disproportionate influence of commercially motivated advertisements for alcoholic beverages in the media preclude

consideration and debate of the benefit and detriment of these historically controversial products; therefore be it

Resolved, That the Massachusetts General Court hereby urges the Congress of the United States to enact legislation whereby no alcoholic beverage shall be advertised on radio, television, or in newspapers circulated to the general public; and be it further

Resolved, That a copy of these resolutions be transmitted forthwith by the Clerk of the House of Representatives to the presiding officer of each branch of the Congress and the members thereof from the Commonwealth.