

RESOLUTION

Whereas, the National Broadcasting Company (NBC) has recently decided to broadcast paid advertisements for distilled spirits and liquors; and

Whereas, KSBY, the local broadcast affiliate of NBC, has the local authority to uphold the 50-year ban on prohibiting the airing of hard liquor advertising in our community; and,

Whereas, those commercials will reach many persons under 21 years of age in our community, encouraging them to drink liquor; and,

Whereas, comprehensive national research conducted by scientists from Michigan State University and the University of Missouri over the past five years confirms that hard-liquor ads on TV significantly increase the pressure to drink on our Nation's youth; and,

Whereas, that study found that 15- to 20-year-olds with greater exposure to TV liquor advertising were more likely to have intentions to drink liquor when older than those with lesser exposure to those ads; and,

Whereas, in Santa Barbara County, alcohol-related problems, treatment, prevention, crime, adjudication, health care problems, etc. cost this locality a millions of dollars each year; and,

Whereas, alcohol is by far America's number-one youth drug problem, killing six times more young people than all illicit drugs combined, and underage drinking costs our country an estimated \$52 billion per year; and,

Whereas, according to the latest federal government data, nearly one-third of all 12- to 20-year-olds report using alcohol within the past month, with nearly 20 percent binge drinking; and,

Whereas, the age of first alcohol use strongly predicts future alcoholism and dependency; and,

Whereas, those who start drinking before the age of 15 are four times more likely to become alcoholics than those who wait until they are 21; and,

Whereas, 67% of Santa Barbara County youth have already used alcohol by the age of 14; and,

Whereas, adolescents who consume alcohol are more likely to engage in high-risk behaviors, such as becoming sexually active at an earlier age and having unprotected sex (placing them at greater risk of HIV infection and other sexually transmitted diseases); and,

Whereas, alcohol use by young people also contributes to higher rates of clinical depression, academic problems, crime victimization, and sexual assault; and,

Whereas, according to a national opinion poll conducted between December 14 and 16 by Penn, Schoen & Berland Associates, an overwhelming majority (72%) of Americans support keeping network television free of hard-liquor ads; and,

Whereas, most Americans (70%) agree that it is dangerous to have liquor ads on TV because they will introduce underage persons to liquor and 79% think that airing those ads will be a factor in causing young people under 21 to try distilled spirits.

Therefore, be it resolved, we the Board of Supervisors for Santa Barbara County do hereby formally request that KSBY Television Station assist this city in protecting our youth and preserving community standards to prevent underage drinking by:

1) prohibiting hard-liquor ads from appearing during all local programming and during all local ad time; and,

2) restricting the local rebroadcast of any hard-liquor advertisements from network, syndicated or other regional, national, or international transmission sources; and,

Be it further resolved, that this body requests that similar requests to observe this community standard be sent to all other television stations licensed to serve this community.