Resolution

Banning Distilled Alcohol Advertising

WHEREAS NRB realizes the power of broadcasting for good and for ill, and

WHEREAS NRB recognizes the power of advertising to affect behavior and lifestyle choices, and

WHEREAS Irresponsible choices can have damaging and deadly consequences, and

WHEREAS Children can be influenced to make dangerous decisions through the power of television. Therefore, be it

RESOLVED That the NRB urges the major television networks, particularly NBC, to reinstate its ban on spots for distilled spirits and hard liquor. An intoxicated person somewhere is a threat to people everywhere. We invite all broadcasters to join us in an effort to serve the public through responsible advertising.

Approved by the Board of Directors February 16, 2002