

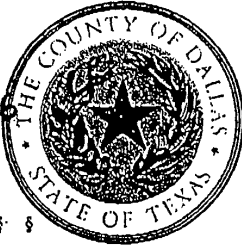
# Resolution

ORDER NO. 2003 156

DATE: September 2, 2003

STATE OF TEXAS § §

COUNTY OF DALLAS § §

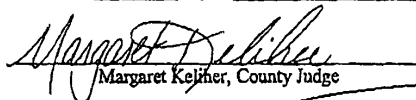


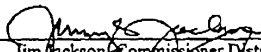
BE IT REMEMBERED, at a regular meeting of the Commissioners Court of Dallas County, Texas, held on the 2nd day of September, 2003, on motion made by Mike Cantrell, Commissioner of District No. 2, and seconded by Kenneth A. Mayfield, Commissioner of District No. 4, the following Resolution was adopted:

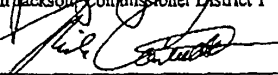
- WHEREAS, Children who consume alcohol before age 15 are four times more likely to develop addiction at some point in their lives when compared to abstaining children; and
- WHEREAS, Independent research indicates that alcohol advertising and marketing have an impact on a child's beliefs and expectations regarding alcohol use, influencing children and their peers; and
- WHEREAS, In 1999 the Federal Trade Commission issued a report calling for specific modifications in the existing alcohol advertising guidelines, modifications that have never been adopted; and
- WHEREAS, Research indicates that alcohol advertising and marketing have a significant impact, and that they influence the attitudes of parents and peers and help create an environment that promotes underage drinking; and
- WHEREAS, A report by the Center on Alcohol Marketing and Youth proved that children see more advertising for beer and ale than for jeans, chewing gum, or tennis shoes; and
- WHEREAS, A separate study showed that youth between the ages of 12 and 20 years of age saw more magazine advertising for alcohol than adults of the legal drinking age; and
- WHEREAS, Self regulation and existing voluntary guidelines do not provide effective deterrence or guidance to alcohol producers to prevent their advertising from reaching inappropriately young consumers;


NOW THEREFORE BE IT RESOLVED, Dallas County encourages the Federal Trade Commission and the Congress of the United States of America to take steps including public hearings, investigations and similar actions to examine alcohol marketing and advertising practices that reach children.

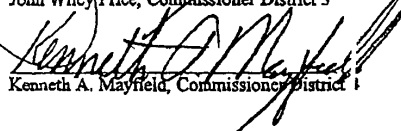
DONE IN OPEN COURT this the 2nd day of September, 2003.

  
Margaret Kelther, County Judge

  
Jim Jackson, Commissioner District 1

  
Mike Cantrell, Commissioner District 2

  
John Wiley Price, Commissioner District 3

  
Kenneth A. Mayfield, Commissioner District 4