



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.