

Knowles petitions FCC for continued ad ban

Hard-Liquor distributors in the United States had a voluntary advertising ban on radio and television for over 50 years, that all changed this past summer.

While some companies have started advertising on radio, most distilled spirit companies have refrained.

The voluntary ban may become a matter of law due to pressure from citizen groups and state governments.

Governor Tony Knowles wrote a letter to the Distilled Spirits Council of the United States urging the past practice of abstaining from broadcast advertising continue.

"Alaska has a problem with alcohol already. More than three-

quarters of all crimes are alcohol related," said Knowles in a prepared statement. "Anything that leads to more drinking isn't going to help.

There is no evidence that Alaska broadcasters have carried hard-liquor advertising, according to the governor's office. Some local and national broadcasters have agreed not to carry these ads.

Knowles also filed a petition with the Federal Communication Commission asking for a formal ban on hard-liquor advertising. Knowles' petition contained some statistics that Alaska is not so proud of. Among them, Alaska had the second highest binge-drinking rate in the U.S. in 1991

and the third highest per-capita consumption for alcohol in the U.S.

Also stated in the petition were the 801 deaths that were attributed to alcohol between 1992 and 1994.

