

Coalition for the Prevention of Alcohol Problems

1875 Connecticut Avenue, NW, Suite 300
Washington, DC 20009-5728

November 1996

Re: Liquor Ads in Broadcast

Dear Community Activist:

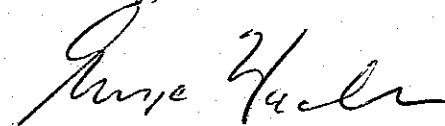
Despite calls from President Clinton, Federal Communications Commission Chairman Reed Hundt, and members of Congress, the Seagram Company has proceeded with plans to expand liquor advertising on television and radio. According to trade press reports, television ads now run prime time, late evening, and on weekend afternoon telecasts of National Football League games. Radio ads appear on stations that feature youth-oriented rock and roll formats. If they continue to spread to more and larger broadcasters and cable networks, they could soon be reaching substantial numbers of children and teenagers.

Unless communities organize and begin to hold local broadcasters accountable, Seagram and other liquor company ads will soon be as common on television and radio as ads for beer. That extra dose of alcohol advertising certainly won't help with efforts to keep kids drug free and reduce their risk of alcohol and other drug problems.

This "Action Packet" provides a few basic tools to help you launch local campaigns to stop broadcast liquor ads. By getting involved you will become a part of a national effort to protect our children and promote higher standards of broadcaster responsibility. You will also play an important role in stimulating policy discussions on numerous proposals to limit the impact of alcohol advertising on young people.

We hope you use the enclosed materials as a starting point for community initiatives to oppose broadcast commercials for liquor. We look forward to seeing your creative energy at work and we hope soon to be working closely with you. For more information, please call CSPI at 202-332-9110, ext 341.

Sincerely,



George A. Hacker
Director
Alcohol Policies Project
Center for Science in the Public Interest

Co-Chairs: *George Hacker, Center for Science in the Public Interest, (202) 332-9110, ext. 343*
Sarah Kayson, National Council on Alcoholism and Drug Dependence, (202) 737-8122

Steering Committee: *Susan Hildebrandt, American Academy of Family Physicians, (202) 232-9033*
Elaine Holland, American Academy of Pediatrics, (202) 347-8600 • Barbara Levine, American Public Health Association, (202) 789-5648
Bill McColl, National Association of Alcoholism and Drug Abuse Counselors, (703) 741-7686 • Maribeth Oakes, National PTA, (202) 331-1380
Jerald Scott, United Methodist Church, General Board of Church and Society, (202) 488-5600 • Kathy McGinley, The ARC (202) 785-3388
William C. Dodson, Christian Life Commission of the Southern Baptist Convention, (202) 547-8105
Kathleen Sheehan, National Association of State Alcohol and Drug Abuse Directors, (202) 783-6868

Meferi
Helen Hunter
Hacker

MEMORANDUM

To: George Gerbner, Ph.D.
From: George Hacker
Subject: *New York Times Magazine* article
Date: May 5, 1998

In case you missed it, I am enclosing a copy of Michael Massing's March 22, 1998, *New York Times Magazine* article entitled, "Why Beer Won't Go Up in Smoke." The article skillfully describes the politics surrounding alcohol prevention policy issues, both in Washington and at the state level. I'm hoping we can use it to generate renewed activity on alcohol issues.

We're proud of CSPI's role in "pitching" the article, and we are, of course, delighted by the article's recognition of our role in fighting for improved alcohol prevention policies.



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George Gerbner
Bell Atlantic Professor of Telecommunications

9 pages total

5/20/98

George Gerbner

Dear George -

Thanks for NYT May article.
Great comp!

You may be interested in
the attached.

If you use e-mail, send
me a message to GGERBNER@NIMBUS.TEMPLE.EDU

Best regards -

George

Sent him
TV Review/
please advise

George Gerbner
234 Golf View Rd.
Ardmore, PA 19003

← Please use this address

From: ghacker@cspinet.org
Date: Mon, 01 Jun 98 11:55:27 EST
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
Subject: Communication
Status:

George: Thanks for your kind message and for the attached articles.
Do you have a complete analysis of alcohol on TV? A journal article?

I see you're back up for air, into academia once again. Can't help
note the irony of your new "sponsor," Bell Atlantic!! GG, brought to
you by BA.... I've been trying to follow your great work, but have
been mired in the prosaics of managing an enlarging staff and keeping
track of small, but incremental developments in Congress and in the
agencies.

Now you've got my e-mail. Let's stay in touch. George H.

*Sent him
e-mail
George*