

Get Involved

You can make a difference to help reduce youth exposure to alcohol ads on sports telecasts!!

- As a **school administrator**, encourage Maryland college and university presidents to **sign onto the College Commitment** to end alcohol ads on all college sports telecasts.
- As a **parent**, express your concerns about underage and excessive drinking to the president at your child's prospective college and urge him/her to sign the College Commitment.
- As a **coach or athletic director**, set clear expectations for your players regarding alcohol use, and utilize the Maryland College Sports-TV Initiative to raise awareness of alcohol, advertising, and sports.
- **Teach media literacy skills** in high school health classes. Include information on the problems associated with underage and excessive drinking and the costs to society.
- Encourage your professional or community group to **endorse the principles of the Campaign and join at: <http://www.BeerFreeSportsTV.org>**
- **Write letters** to the editor of your local newspapers about the seriousness of underage drinking in your community and the impact of alcohol advertising in sports on youth.
- **Hold a community meeting** or invite campaign representatives to speak at your next event.
- **Talk to your children, neighbors, and friends** about underage drinking and the exploitation of college and professional sports by alcohol marketers. Alcohol and sports are not a necessary, or productive, combination.

What Others Are Saying

"Ask yourself this question: If aspirin were the leading cause of death on college campuses, do you think chancellors, presidents, and trustees would allow aspirin commercials on basketball and football telecasts? They wouldn't, not for a minute."

— Dean Smith,
former head basketball coach,
University of North Carolina,
in *A Coach's Life*

"We need to sever the tie between college sports and drinking. Completely, absolutely, and forever."

— Donna Shalala,
former secretary,
U.S. Department of
Health and Human Services

"[Colleges should] eliminate alcohol sponsorship of athletic events and other campus social activities."

— The Surgeon General's Call to Action
to Prevent and Reduce Underage Drinking, 2007

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*References for statistics listed in this brochure can
be found at: <http://cspinet.org/alcohol/>

Maryland College Sports-TV Initiative

Campaign for Alcohol- Free



Sports TV

Working to reduce youth exposure
to alcohol advertising in
Maryland college sports

Maryland College Sports-TV Initiative

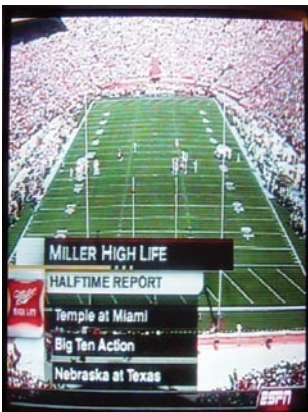
The “Maryland College Sports-TV Initiative” is part of a national campaign to reduce exposure of young people to alcohol advertising. The “Campaign for Alcohol-Free Sports TV” encourages college officials to work at the college, conference, and NCAA levels to eliminate alcohol ads during college sports telecasts.

Ten of the 21 NCAA member colleges in Maryland have endorsed the “College Commitment” pledge to reject alcohol ads during sports telecasts. The Maryland College Sports-TV Initiative supports high school leaders, parents, and community groups in urging all public and private Maryland colleges to reject alcohol ads in their sports programs.

“Advertising alcoholic beverages during college sports telecasts undermines the best interests of higher education ... [and] distorts the best values of college sports.”

— Revered college sports leaders Jim Calhoun, Andy Geiger, Tom Osborne, Joe Paterno, Rene Portland, Dean Smith, Grant Teaff, and John Wooden

- 190 organizations endorse the Campaign’s principles;
- 255 colleges and 3 athletic conferences signed onto the College Commitment;
- The NCAA recommended that all member schools and conferences review their alcohol advertising policies; and
- The Big Ten Conference prohibits alcohol ads on the new sports channel it developed with the Fox Cable Network.



Underage and College Drinking*

According to the 2004 Maryland Adolescent Survey among 12th graders:

- 69.7% have tried some form of alcohol
- 44.1% drank during the past 30 days
- 29.0% had 5 or more drinks on the same occasion (binge drinking) within the last 30 days
- In 2005, underage drinking cost the citizens of Maryland \$1.2 billion.
- College students who drank at least once a month during their senior year in high school were more than three times more likely to begin binge drinking in college than students who drank less frequently in high school.

Young People And Sports*

- More than 9 in 10 Americans (92%) say that participating in sports is an important part of youth development and 89% think that participating in sports helps build good character in children.
- Four in five Americans (80%) agree with the statement that “kids who do not participate in sports can still learn important values by watching or attending sporting events.”
- 83% of parents watch sports on television with their children, and 88% of youth ages 8-17 were exposed to sports programming on television in 2001.

“Sports provide experiences that allow our brands to forge an emotional bond with beer consumers.”

— Tony Ponturo,
vice president for corporate media
& sports marketing,
Anheuser-Busch, Inc.

Alcohol Advertising, Youth, & Sports*

- Alcoholic-beverage industries spent \$540.8 million to advertise their products during sports on TV in 2003.
- Beer marketers spend tens of millions of dollars annually to advertise on college sports, including conference, NCAA basketball tournament, and college bowl games.

“We need to understand that children start following athletics at the age of nine or ten. These beer ads are highly appealing to them. When beer companies say their ads aren’t directed at young people, I find that hard to believe.”

— Dean Smith,
former head basketball coach,
University of North Carolina, in [A Coach’s Life](#)

- More than 7 in 10 parents say that beer companies advertising on sporting events know their ads appeal to underage persons.
- Several recent studies link teens’ increased exposure to alcohol advertising with increased quantity and frequency of drinking and intentions to drink.

