August 4, 2008

President Michael F. Adams
University of Georgia
The Administration Building
Athens, GA 30602

Dear President Adams:

We, the undersigned college athletic directors, write to you in your capacity as chair of the NCAA Executive Committee to express our concern about the contradictory practice of beer advertising during college sports telecasts. We respectfully request that the issue of beer advertising during televised NCAA sporting events once again be considered by the Executive Committee during its upcoming meeting.

As athletic directors, we are all too familiar with the problems caused by underage and excessive drinking on college campuses. Almost one-half of college students nationwide fit the definition of “binge” drinkers, with college athletes tending to drink at even higher rates. Student athletes competing in NCAA sporting events should not be associated with the very product that causes them the most harm and is not in their best interests. The use of college sports to market beer to millions of college students and other underage fans distorts the values of college sports and the NCAA.

We share a common belief that alcohol and college sports do not belong together. Alcohol-related problems often convene prominently in college sports — particularly football and basketball. Ironically, college sports have become important venues for marketing beer. Advertising beer during college sports telecasts undermines the best interests of higher education and compromises the efforts of colleges and others to combat epidemic levels of alcohol problems on many campuses today.

The NCAA’s advertising and promotional standards plainly “exclude those advertisements and advertisers…that do not appear to be in the best interests of higher education and student-athletes,” yet the policy makes an exception for beer ads. The NCAA prohibits on-site alcohol advertising (all of it!) during its tournament events and forbids the sale of alcoholic beverages. It encourages its members to do likewise. Many members ban alcohol ads and have also implemented tailgating policies to discourage binge drinking and reduce alcohol-induced, unruly fan behavior. Advertising beer to a large number of collegians in the TV audience, many of them underage, betrays the intent of those policies, whether or not the advertising occurs between tip-off and final buzzer or during other parts of the same sports program.

We believe that the NCAA’s alcohol advertising policy must again be reviewed. We strongly urge you to take action to end all alcohol advertising — including beer advertising — on NCAA sports telecasts. We believe that this could be done gradually and relatively
painlessly, perhaps over a three-year period. We look forward to working with you toward that end. Thank you for your consideration.

Sincerely,

Jared Mosley, Abilene Christian University
Jamie Williams, Academy of Art University
Larry Mortensen, Adams State College
Robert Hartwell, Adelphi University
Lisa Roschek, Albion College
Rick Ferry, Albright College
Betsy Mitchell, Allegheny College
Laura Gingrich, Alvernia College
Brad Duckworth, Alverno College
Suzanne R. Coffey, Amherst College
Steve Mullins, Arkansas Tech University
Clint Bryant, Augusta State University
Michael Zapolski, Augustana College (IL)
Tim Millerick, Austin College
Sam Ferguson, Averett University
James M. Huckaby, Baptist Bible College (PA)
Gary Hall, Barton College
William Eng, Baruch College
Kevin McHugh, Bates College
Steve Smith, Bay Path College
Ian McCaw, Baylor University
Mike Strickland, Belmont University
Curt Kendall, Bridgewater College (VA)
John Harper, Bridgewater State College
Thomas A. Holmoc, Brigham Young University
Ken Wagner, Brigham Young University—Hawaii
Bruce Filosa, Brooklyn College
Michael Goldberger, Brown University
Mark A. Corino, Caldwell College
Wendell P. Jack, California Institute of Technology
Dan Kuntz, California Lutheran University
Anita Barker, California State University—Chico
Stan Williamson, Campbell University
Kris Jacobsen, Carroll University (WI)
Dennis Davidson, Catawba College
Billie Blackwell, Centenary College (NJ)
Charles Jones, Jr., Central Connecticut State University
Jack Bishop, Central Washington University
Bill Villa, Chaminade University of Honolulu
David Currey, Chapman University
Dennis Helsel, Chowan University
C.J. Woollum, Christopher Newport University
Jackee Meadow, The City College of New York
David Katis, Clarion University of Pennsylvania
Linda Moulton, Clark University (MA)
John Chandler, Coe College
Linda J. Case, The College at Brockport (State University of New York)
Steven Radcliffe, College of Mount St. Joseph
Harold Crocker, College of New Rochelle
Jason Fein, College of Staten Island
Darren Richie, Colorado Christian University
Joe Folda, Colorado State University—Pueblo
Jay Sparks, Columbus State University
Joy Couch, Converse College
John Andrew Noel, Cornell University
Ryan Erwin, Dallas Baptist University
Jo Ann Harper, Dartmouth College
Dick Kaiser, Defiance College
Jeremy McClain, Delta State University
Larry Scheiderer, Denison University
Brian DeAngelis, East Central University
Tom Gioglio, East Stroudsburg University
Kent Reeves, East Texas Baptist University
Nancy Detwiler, Eastern Nazarene College
Mark Wagner, Eastern University
Al Brisack, Edgewood College
Bruce Baumgartner, Edinboro University of Pennsylvania
Thurlis J. Little, Elizabeth City State University
Brian Wylie, Endicott College
Mark Peeler, Erskine College
Kerry N. Prather, Franklin College
Bruce Kirsh, Franklin Pierce University
Mike Weinstock, Gallaudet University
Bill Elias, Gannon University
Chuck Birch, Gardner-Webb University
Craig Taylor, George Fox University
Laura Liesman, Georgian Court University
Chris Morgan, Goldey-Beacom College
Geoff Miller, Goucher College
Kim A. Strable, Greensboro College
Tom Palombo, Guilford College
Jack R. Ohle,* Gustavus Adolphus College
Lynn N. Hall, Hanover College
Sam Goodwin, Henderson State University
Claudette Charney, Hillsdale College
Mike Hanna, Hobart College
Sandra Michael, Holy Family University
Raymond Smith, Hope College
Terry Wansart, Hunter College
Jeff Tingey, Idaho State University
Patty Canterino, Immaculata College
Susan Larkin, John Jay College of Criminal Justice
Kristen Smith, Kalamazoo College
Glenn Hedden, Kean University
Dave Waples, Kennesaw State University
Laing E. Kennedy, Kent State University
Peter T.C. Smith, Kenyon College
Gregory Bamberger, Kutztown University
Phil Williamson, LaGrange College
Greg Bormann, Lane College
Thomas Brennan, LaSalle University
Jim Tinkey, La Roche College
Kristy Walter, Lasell College
Chris Howard, Lawrence University
Ried M. Estus, Lees-McRae College
Joe Sterrett, Lehigh University
Martin Zwiren, Lehman College, City University of New York
Stanley Vieira, Lesley University
Jeff Barber, Liberty University
Roger Vannoy, Lincoln Memorial University
Lin Garner, Lipscomb University
Sharon Taylor, Lock Haven University
Tim Whitman, Louisiana College
Joe Thompson, Luther College
Jack M. Toms, Lynchburg College
Robert J. Byrnes, Manhattan College
Robert H. Thompson, Maranatha Baptist Bible College
Larry Hiser, Marietta College
David Riggins, Mars Hill College
Kandis Schram, Maryville College
Scott Nichols, Massachusetts College of Liberal Arts
Bob Corradi, Massachusetts Maritime Academy
Pete Lonergan, Medaille College
Roy Anderson, Medgar Evers College
Bobby Pope, Mercer University
Jackie Myers, Meredith College
Jerry Chaplin, Messiah College
Bob McEvoy, Methodist University
Eric Quinn, Middlebury College
Tim Wise, Millsaps College
Kevin Buisman, Minnesota State University Mankato
Susan Cassidy-Lyke, Molloy College
Brian A. Hutchinson, Morehead State University
Laurie Priest, Mount Holyoke College
Larry Kehres, Mount Union College
Sam Beidleman, Muhlenberg College
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Edward K. McLaughlin, Niagara University
Charlyn Robert, Nichols College
Marty Miller, Norfolk State University
John Thompson, North Carolina Wesleyan College
Gene Forrest Taylor, North Dakota State University
Jack Surridge, North Park University
Bob Olson, Northern State University
Bob Boerigter, Northwest Missouri State University
Rich Sanders, Northwest Nazarene University
Tony Mariano, Norwich University
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Bob White, Palm Beach Atlantic University
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Bobby Stewart, Pfeiffer University
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Jeannie King, Queens University of Charlotte
Denis Kanach, Randolph-Macon College
Marybeth Lamb, Regis College (MA)
Lonnie Folks, Richard Stockton College of New Jersey
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Danielle Drews, The Sage Colleges
Brian Mand, Saint Andrews Presbyterian College
Donna Guimont, Saint Anselm College
Robert Krimmel, Saint Francis University (PA)
Robert Ward, Saint John Fisher College
Brian Curtain, Saint Joseph’s College of Maine
Margie Strait, Saint Lawrence University
Francis Reidy, Saint Leo University
Scott Devine, Saint Mary’s College of Maryland
Geri Knortz, Saint Michael’s College
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Mark Webb, Sewanee: The University of the South
Bill Fusco, Sonoma State University
Ken Beazer, Southern Utah University
Brent Good, Southwest Baptist University
Glada C. Munt, Southwestern University
Germaine McAuley, Spelman College
John D. Lewis, St. Cloud State University
Russell B. Rogers, Stevens Institute of Technology
Kay Whitley, Sul Ross State University
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Pamela Samuelson, Susquehanna University
Daryl J. Gross, Syracuse University
Teresa L. Phillips, Tennessee State University
Bill Miller, Texas Lutheran University
Gerald Myers, Texas Tech University
Chalese Conners, Texas Woman’s University
Terry Conner, Thomas More College
Tracy Renken, Trinity College (DC)
Jim McLaughlin, Union College (NY)
Casey Moore, University of Central Oklahoma
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Steven P. Rackley, University of Findlay
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Mark Fohl, University of Minnesota—Morris
Jon McBride, University of Nebraska—Kearney
Tom Osborne, University of Nebraska—Lincoln
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Cary S. Groth, University of Nevada
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Janet R. Cone, University of North Carolina—Asheville
Jimmy Clark, University of the Ozarks
Lori Mazza, University of Pittsburgh at Bradford
Pat Pecora, University of Pittsburgh at Johnstown
Steve Fritz, University of Saint Thomas
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Mike Hall, University of South Carolina Upstate
Phil Dane, University of Tennessee at Martin
Pete Carlon, University of Texas at Arlington
Chris Gage, University of Texas at Dallas
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Thomas E. Bambrey, Wabash College
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Rudy Marisa, Waynesburg University
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Dana L. Harmon, Worcester Polytechnic Institute
Ronald St. John, York College (NY)

*President

cc: Myles Brand, NCAA President
James F. Barker, Chair, NCAA Division I Board of Directors