

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. Holmoe, **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**
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Glenn Hedden, **Kean University**
Dave Waples, **Kennesaw State University**
Laing E. Kennedy, **Kent State University**

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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**
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Jeff Barber, **Liberty University**
Roger Vannoy, **Lincoln Memorial University**
Lin Garner, **Lipscomb University**
Sharon Taylor, **Lock Haven University**
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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**
Ira Zeff, **Nebraska Wesleyan University**
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Bruce Delventhal, **State University of New York (SUNY) at Plattsburgh**
Pamela Samuelson, **Susquehanna University**
Daryl J. Gross, **Syracuse University**
Teresa L. Phillips, **Tennessee State University**
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Gerald Myers, **Texas Tech University**
Chalese Conners, **Texas Woman's University**
Terry Conner, **Thomas More College**

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Ronald St. John, **York College (NY)**

*President

James F. Barker, Chair, NCAA Division I Board of Directors