

August 4, 2008

President Myles Brand
National Collegiate Athletic Association
700 W. Washington Street
P.O. Box 6222
Indianapolis, Indiana 46206-6222

Dear President Brand:

We, the undersigned college coaches, write to you with respect for the National Collegiate Athletic Association and out of concern for the many young collegiate athletes who we mentor and train. We are troubled by the prominence of alcohol advertising in televised college sports and ask that the NCAA address its share of that issue by reconsidering its advertising policies at the upcoming meetings of the Executive Committee and Division I Board of Directors. They are long overdue for correction.

In 2005, former and current college coaches, including Dean Smith, John Wooden, Joe Paterno, Jim Calhoun, Grant Teaff, and Rene Portland, wrote to members of Congress asking them to support a Resolution by then U.S. Representative Tom Osborne asking the NCAA and its member institutions voluntarily to end alcohol ads during game telecasts. They wrote: *“Sports produces great athletes and develops character, sportsmanship, and integrity among millions of young participants and spectators. College sports at all levels molds men and women athletes who represent the ideal of ‘a sound mind and sound body.’ The use of college sports to market beer to millions of college students and other underage fans distorts the best values of college sports.”*

As college coaches, we couldn't agree more. 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 clearly 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.

Alcohol and college sports are a bad mix. Alcohol-related problems often convene prominently in college sports — particularly football and basketball. Thus, we find it ironic that college sports have become such an important venue for marketing beer. Beer promotion during college sports telecasts undermines the best interests of higher education and compromises the efforts of colleges and others to combat sometimes-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, and we believe that such a principled policy should ultimately be extended to all televised college sports. Thank you for your consideration.

Sincerely,

Marty Heaton, Head Football Coach, **Adams State College**
Steve Roberts, Head Football Coach, **Arkansas State University**
Tommy Tuberville, Head Football Coach, **Auburn University**
Brady Hoke, Head Football Coach, **Ball State University**
Art Briles, Head Football Coach, **Baylor University**
Stephen P. Miss, Head Men's Basketball Coach, **Belmont Abbey College**
Mark A. Corino, Head Men's Basketball Coach, **Caldwell College**
Ken Sparks, Head Football Coach, **Carson-Newman College**
Gary Waters, Head Men's Basketball Coach, **Cleveland State University**
Bobby Cremins, Head Men's Basketball Coach, **College of Charleston**
Tom Gilmore, Head Football Coach, **College of the Holy Cross**
Buddy Teevens, Head Football Coach, **Dartmouth College**
Chris Creighton, Head Football Coach, **Drake University**
Mark Phelps, Head Men's Basketball Coach, **Drake University**
Jerry Schmitt, Head Football Coach, **Duquesne University**
Dennis Douds, Head Football Coach, **East Stroudsburg University**
Mark Peeler, Head Men's Basketball Coach, **Erskine College**
Bobby Bowden, Head Football Coach, **Florida State University**
Bobby Lamb, Head Football Coach, **Furman University**
Kevin Kelly, Head Football Coach, **Georgetown University**
Bill Curry, Head Football Coach, **Georgia State University**
Dwaine Osborne, Head Men's Basketball Coach, **Glenville State College**
Ronnie Huckeba, Head Football Coach, **Harding University**
Dave Cohen, Head Football Coach, **Hofstra University**
Alfred Johnson, Head Men's Basketball Coach, **Holy Family University**
Carey Bailey, Head Football Coach, **Howard University**
Tom Wood, Head Men's Basketball Coach, **Humboldt State University**
Denver Johnson, Head Football Coach, **Illinois State University**
Lou Tepper, Head Football Coach, **Indiana University of Pennsylvania**
Rick Comegy, Head Football Coach, **Jackson State University**
Kerwin Bell, Head Football Coach, **Jacksonville University**
Mickey Matthews, Head Football Coach, **James Madison University**
Tony Ingle, Head Men's Basketball Coach, **Kennesaw State University**
Steve Roccaforte, Head Men's Basketball Coach, **Lamar University**

Fred Goldsmith, Head Football Coach, **Lenoir-Rhyne College**
Danny Rocco, Head Football Coach, **Liberty University**
Brett Reed, Head Men's Basketball Coach, **Lehigh University**
John Wilson, Head Men's Basketball Coach, **Lock Haven University**
Timothy Cluess, Head Men's Basketball Coach, **Long Island University—C.W. Post**
Kerry Rupp, Head Men's Basketball Coach, **Louisiana Tech University**
Rich Miller, Head Men's Basketball Coach, **Mansfield University**
Charles Coles, Head Men's Basketball Coach, **Miami University (Ohio)**
Todd Hoffner, Head Football Coach, **Minnesota State University—Mankato**
Matt Margenthaler, Head Men's Basketball Coach, **Minnesota State University—Mankato**
Sylvester Croom, Head Football Coach, **Mississippi State University**
Charles Marquardt, Head Men's Basketball Coach, **Molloy College**
Zak Willis, Head Football Coach, **Newberry College**
Lee Fobbs, Jr., Head Football Coach, **North Carolina A&T State University**
Tom O'Brien, Head Football Coach, **North Carolina State University**
John Thompson, Head Men's Basketball Coach, **North Carolina Wesleyan College**
Don Meyer, Head Men's Basketball Coach, **Northern State University**
Mel Tjeerdsma, Head Football Coach, **Northwest Missouri State University**
Tim Hills, Head Men's Basketball Coach, **Northwest Nazarene University**
Jim Tressel, Head Football Coach, **The Ohio State University**
Frank Solich, Head Football Coach, **Ohio University**
Mike Wyatt, Head Football Coach, **Oklahoma Panhandle State University**
Bobby Wilder, Head Football Coach, **Old Dominion University**
Todd Knight, Head Football Coach, **Ouachita Baptist University**
Joe Paterno, Head Football Coach, **Penn State University**
Dave Bike, Head Men's Basketball Coach, **Sacred Heart University**
Dick Tomey, Head Football Coach, **San Jose State University**
Monte Carter, Head Football Coach, **Shepherd University (WV)**
John Stiegelmeier, Head Football Coach, **South Dakota State University**
Mike Lucas, Head Football Coach, **Southeastern Louisiana University**
Ray Richards, Head Football Coach, **Southeastern Oklahoma State University**
Art Leary, Head Men's Basketball Coach, **Southern Connecticut State University**
Rob Spivery, Head Men's Basketball Coach, **Southern University**
Jim Harbaugh, Head Football Coach, **Stanford University**
Al Golden, Head Football Coach, **Temple University**
Kevin Higgins, Head Football Coach, **The Citadel**
Larry Blakeney, Head Football Coach, **Troy University**
Bob Toledo, Head Football Coach, **Tulane University**
Troy Calhoun, Head Football Coach, **United States Air Force Academy**
Robert M. Ford, Head Football Coach, **University at Albany**
Turner Gill, Head Football Coach, **University at Buffalo**
Donald Marsh, Assistant Men's Basketball Coach, **University of Alabama—Birmingham**
George O'Leary, Head Football Coach, **University of Central Florida**
Kirk Speraw, Head Men's Basketball Coach, **University of Central Florida**
Urban Meyer, Head Football Coach, **University of Florida**
Ron Zook, Head Football Coach, **University of Illinois**
Jack Cosgrove, Head Football Coach, **University of Maine**
Frankie Allen, Head Men's Basketball Coach, **University of Maryland Eastern Shore**
John Calipari, Head Men's Basketball Coach, **University of Memphis**
Mike Sanford, Head Football Coach, **University of Nevada Las Vegas**

Rod Jensen, Associate Head Men's Basketball Coach, **University of North Carolina—Greensboro**
Jeff Capel, Head Men's Basketball Coach, **University of Oklahoma**
Steve Fritz, Head Men's Basketball Coach, **University of St. Thomas**
Ron Caragher, Head Football Coach, **University of San Diego**
Ronnie Arrow, Head Men's Basketball Coach, **University of South Alabama**
Eddie Payne, Head Men's Basketball Coach, **University of South Carolina Upstate**
Rodney Allison, Head Football Coach, **University of Tennessee at Chattanooga**
Jason Simpson, Head Football Coach, **University of Tennessee at Martin**
Tom Amstutz, Head Football Coach, **University of Toledo**
Todd Graham, Head Football Coach, **University of Tulsa**
Kyle Whittingham, Head Football Coach, **University of Utah**
Al Grogh, Head Football Coach, **University of Virginia**
Lorenzo Romar, Head Men's Basketball Coach, **University of Washington**
Rob Jeter, Head Men's Basketball Coach, **University of Wisconsin, Milwaukee**
Stew Morrill, Head Men's Basketball Coach, **Utah State University**
Anthony Grant, Head Men's Basketball Coach, **Virginia Commonwealth University**
Sparky Woods, Head Football Coach, **Virginia Military Institute**
Larry Hunter, Head Men's Basketball Coach, **Western Carolina University**
James R. Molinari, Head Men's Basketball Coach, **Western Illinois University**
Don Patterson, Head Football Coach, **Western Illinois University**
Joe Reich, Head Football Coach, **Wingate University**
Jack Siedlecki, Head Football Coach, **Yale University**

cc: Michael F. Adams, Chair, NCAA Executive Committee
James F. Barker, Chair, NCAA Division I Board of Directors