

August 4, 2008

President James F. Barker
Clemson University
201 Sikes Hall
Clemson, SC 29634

Dear President Barker:

We, the undersigned NCAA Division I college presidents, write to you in your capacity as chair of the NCAA Division I Board of Directors 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 NCAA's Division I Board of Directors at its upcoming meeting.

The most recent discussion of the issue occurred in 2005. It resulted in no change in NCAA policy. Instead, the Board decided that individual colleges could modify their own advertising policies. Many administrators have changed their policies, but continue to express a desire for change at the NCAA level. Beer advertising during college games continues to undermine the many positive attributes of collegiate sports and taints the NCAA's status as an inspirational youth brand.

Alcohol-related problems on college campuses continue with alarming regularity. Alcohol problems often convene prominently in college sports — particularly football and basketball. It is no surprise that those sports have become important venues for marketing beer. Given the persistent problems caused by underage and excessive drinking by college students, much of it in the form of beer, profiting from beer promotion does not coincide with the best interests of higher education, sports, or student welfare.

The NCAA's advertising and promotional standards claim to "exclude those advertisements and advertisers...that do not appear to be in the best interests of higher education and student-athletes," yet allow ads for beverages with alcohol content of 6% or less. Yet, the NCAA prohibits on-site alcohol advertising during its events and forbids the sale of alcoholic beverages. It encourages its members to do likewise. Many members also ban alcohol ads and have 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, is not congruent with the intent of those policies.

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,

Michael M. Crow, **Arizona State University**
Robert L. Potts, **Arkansas State University—Jonesboro**
John M. Lilley, **Baylor University**
Cecil O. Samuelson, **Brigham Young University**
Ruth J. Simmons, **Brown University**
Bobby Fong, **Butler University**
F. King Alexander, **California State University, Long Beach**
Jerry M. Wallace, **Campbell University**
Jairy C. Hunter, Jr., **Charleston Southern University**
Michael Schwartz, **Cleveland State University**
P. George Benson, **College of Charleston**
David J. Skorton, **Cornell University**
David Maxwell, **Drake University**
Paul E. Stanton, Jr., **East Tennessee State University**
J. Michael Adams, **Fairleigh Dickinson University**
Carl V. Patton, **Georgia State University**
Arthur C. Vailas, **Idaho State University**
William A. Meehan, **Jacksonville State University**
Michael J. McGinniss, F.S.C., **LaSalle University**
Alice P. Gast, **Lehigh University**
David Hodge, **Miami University (Ohio)**
Lou Anna Simon, **Michigan State University**
Earl S. Richardson, **Morgan State University**
Thomas H. Powell, **Mount St. Mary's University**
Carolyn W. Meyers, **Norfolk State University**
Joseph A. Chapman, **North Dakota State University**
George C. Wright, **Prairie View A&M University**
S.M. Tilghman, **Princeton University**
Richard L. McCormick, **Rutgers University**
Anthony J. Cernera, **Sacred Heart University**
Timothy R. Lannon, S.J., **Saint Joseph's University**
Andrew Westmoreland, **Samford University**
Paul Locatelli, S.J., **Santa Clara University**
Michael Benson, **Southern Utah University**
John L. Hennessy, **Stanford University**
Baker Pattillo, **Stephen F. Austin State University**
Shirley Stum Kenny, **Stony Brook University**
Nancy Cantor, **Syracuse University**
Ann Weaver Hart, **Temple University**
Melvin N. Johnson, **Tennessee State University**
Denise M. Trauth, **Texas State University—San Marcos**
John Hitt, **University of Central Florida**

Stephen G. Jennings, **University of Evansville**
Renu Khator, **University of Houston**
Freeman A. Hrabowski, III, **University of Maryland Baltimore County**
George M. Dennison, **University of Montana**
Milton Glick, **University of Nevada**
David B. Ashley, **University of Nevada, Las Vegas**
Mark W. Huddleston, **University of New Hampshire**
Amy Gutmann, **University of Pennsylvania**
Robert L. Carothers, **University of Rhode Island**
Roger G. Brown, **University of Tennessee at Chattanooga**
James D. Spaniolo, **University of Texas at Arlington**
Donald V. DeRosa, **University of the Pacific**
Michael Young, **University of Utah**
Daniel Mark Fogel, **University of Vermont**
Stan L. Albrecht, **Utah State University**
Rev. Peter M. Donohue, OSA, **Villanova University**
Alvin Goldfarb, **Western Illinois University**
John M. Dunn, **Western Michigan University**

cc: Myles Brand, NCAA President
Michael F. Adams, Chair, NCAA Executive Committee