

Alcohol

In Ad Fight, These Brewers Were Heavy Hitters

How Lobbying Blitz Kept an Anti-Drug Drive Alcohol-Free

By JULIET EILPERIN
Washington Post Staff Writer

Having lobbied aggressively against a plan to put anti-drinking messages in the government's ad campaign against illegal drugs, the beer industry's top lobbyist in Washington was still nervous. On the eve of a critical Senate vote, David Rehr sat up in bed and thought to himself: "What else can I do to kill this thing?"

Rehr's wife told him to go back to sleep, and for good reason: Despite emotional appeals by anti-drinking advocates, the Senate easily swatted back the proposal. The victory, followed by a similar result in the House Appropriations Committee last week, showed the tremendous political leverage the alcohol lobby can exert in a short period of time.

In a little-noticed battle, the deep-pocketed beer industry trumped Mothers Against Drunk Driving, its allies and a seemingly sympathetic cause with a relentless, sophisticated lobbying campaign.

"I guess this was a real experience in how powerful outside interests can be, regardless of the merits of the case," said Rep. Lucille Roybal-Allard (D-Calif.), sponsor of the unsuccessful campaign to target underage drinking.

Rehr, senior vice president of government affairs for the National Beer Wholesalers Association, who did not want beer identified in the public's mind with illegal drugs, preferred to trumpet a different lesson: "My bottom line on this is that good policy prevails."

Whatever the merits, the battle highlighted the kinds of policy battles now raging in Congress, as both chambers work through the 13 spending bills that finance the daily operations of the federal government. These must-pass bills frequently serve as the vehicle for legislative initiatives that would not otherwise see the light of day.

Certainly Roybal-Allard, who had studied heroin addiction and counseled drunk drivers before entering politics, saw an opening to make an impact this summer as the House Appropriations Committee considered an annual bill to fund the Treasury Department and Postal Service.

Although Roybal-Allard is new to the appropriations process—she just won a coveted seat on the panel this year—she is far

from a political novice. The daughter of a former congressman, Roybal-Allard served six years in the California legislature before coming to Congress in 1995.

She was intrigued by testimony this spring about a \$1 billion, five-year advertising campaign by the Office of National Drug Control Policy against illegal drug use. During a routine oversight hearing, President Clinton's national drug policy director, Barry R. McCaffrey, told lawmakers he lacked the statutory authority to include anti-drinking messages as part of this campaign.

But anti-drinking advocates see alcohol as a "gateway" to more serious drugs and some believe it poses a greater health risk to teenagers than illegal drugs. Roybal-Allard resolved to use the Treasury-Postal Service bill as a vehicle to give McCaffrey the legal authority he said he lacked. "This was an opportunity," she said in an interview.

But to Rehr, a sunny and tireless promoter, the prospect of inserting the topic of beer into the nation's anti-drug drive was devastating.

"Our adversaries want to paint a vision of the business to give people the idea that sipping a beer is like injecting yourself with heroin, which it's not," said Rehr, who conceded that widespread concern over teen

drinking made his task more difficult. "Policy-wise, it was a stupid idea. Nobody wanted to say this was a stupid idea."

The political clout of Rehr's group and its allies is immense: Beer and wine interests are among the most aggressive and well-funded lobbies on the Hill. Overall, political action committees associated with the industry gave more than \$2.3 million to congressional candidates last election and the National Beer Wholesalers Association gave \$1.3 million alone, according to the Center for Responsive Politics.

Perhaps as significant are the close ties that Rehr, a fundraiser for Majority Whip Tom DeLay (R-Tex.), has to the House leadership. He is one of a handful of lobbyists who meets with DeLay each Wednesday morning to plot legislative strategy.

And Rehr had crucial allies on this particular issue. Another appropriator, Rep. Anne M. Northup (R-Ky.), thought the proposal to include underage drinking as a target could undermine the effectiveness of the federal government's battle against illegal drugs. Northup bows to nobody in her opposition to underage drinking—she recounts how she yanked her 20-year-old daughter out of a line for drinks at a wedding reception this month because she wasn't technically legal—but added: "They

are two very different substances. Drugs are illegal. They are bad for you at any time."

Roybal-Allard at first seized the upper hand in the debate through a fluke. The chairman of the House Appropriations Treasury-Postal subcommittee, Jim Kolbe (R-Ariz.), was forced to postpone the panel's markup until the morning of May 15, when Northup was scheduled to fly to her son's graduation. Neither Northup nor Rehr thought the provision was going to be offered then, so when Roybal-Allard proposed language calling for underage drinking to be included in the ad campaign, the chief opponent on the subcommittee was absent. The panel adopted the amendment by voice vote.

As both sides prepared for a battle in the full Appropriations Committee, Roybal-Allard's allies intensified their attacks on the alcohol industry. The Center for Science in the Public Interest published a study of the industry's contributions to panel members during the last election, noting that Northup "received by far the most" money from beer and liquor interests, with more than \$38,000 in donations.

Mothers Against Drunk Driving president Carolyn Nunnallee even took the unusual step of directly attacking Rehr at a news conference. She cited a Los Angeles

Times article in which he was quoted as saying that each lawmaker should look in the mirror and say, "It's not worth messing with the beer wholesalers."

Nunnallee said: "In the days ahead, we will learn whether the members of the House Appropriations Committee see Mr. Rehr's face when they look in the mirror or the faces of thousands of young people who die each year as a result of alcohol."

But the bill stalled in the House, so the battle shifted to the Senate. Sen. Frank R. Lautenberg (D-N.J.) announced in late June that he planned to offer a similar provision to Roybal-Allard's when the bill came to the floor, giving advocates on both sides roughly a week to advance their cause.

"We worked it about as hard as any other issue I've been involved in," said Tom Horwath, a MADD lobbyist.

But the beer wholesalers also worked the issue hard. They blanketed the Senate with faxes, with Rehr instructing his receptionists to call members' offices to make sure the group's missives had been safely delivered. The beer wholesalers also enlisted the support of two senators who could make a compelling case: Sen. Ben Nighthorse Campbell (R-Colo.), whose sister died from alcohol-related abuse, and Sen. Byron L. Dorgan (D-N.D.), whose mother was killed by a drunk driver.

The beer industry's position was also bolstered by McCaffrey and the chairmen of the Partnership for a Drug-Free America, former New York governor Mario Cuomo (D) and one-time drug czar William J. Bennett, coming out against the anti-drinking language. They argued that the proposed rule might muddy the message of the anti-drug efforts. The Lautenberg amendment failed, 58 to 40.

MADD continued to press House appropriators, flying in a group of Oklahoma mothers to meet with Rep. Ernest J. Istook Jr. (R-Okla.), while other members lobbied Northup and Rep. Jay Dickey (R-Ark.).

Wholesalers and other alcohol representatives also trooped into members' offices.

Democrat Sam Farr, whose district includes part of California's wine country, said producers in his district convinced him the anti-drug campaign was the wrong vehicle for alcohol awareness efforts.

House appropriators on July 13 hotly debated whether to strike Roybal-Allard's provision. DeLay argued that an anti-drinking initiative belonged elsewhere in the federal government, while Rep. Frank R. Wolf (R-Va.), who supported the measure, yelled at his colleagues for abandoning the nation's youth.

In the end, the beer industry carried the day: The full committee voted 32 to 23 to kill the underage drinking language.

Possible Tobacco Suit Clears Hurdle

Senate Removes Restriction That Might Have Killed Action

By SAUNDRA TORRY
and HELEN DEWAR
Washington Post Staff Writers

Key Republican and Democratic senators yesterday eliminated an obstacle that had been placed in the path of the Clinton administration's threatened lawsuit against the tobacco industry.

The agreement strikes restrictive language quietly slipped into a Justice Department spending bill by Republicans last month, which tobacco foes feared would hamper or even prevent the filing of the lawsuit. The lawsuit is bitterly opposed not only by cigarette makers, but by major business groups, led by the Chamber of Commerce, who fear that it may be the opening round of a government legal war on unpopular industries.

The struggle over the tobacco lawsuit came as the Senate began working its way through a \$35.3 billion spending bill for the Commerce, Justice and State departments for next year. The Senate also approved a proposal by Sen. Joseph R. Biden Jr. (D-Del.) to restore \$495 million for a fifth and final year of the community policing program that has financed the hiring of 100,000 new police officers across the country. Funding to continue President Clinton's "COPS" program had been dropped by the Appropriations Committee from the bill's \$17 billion allocation to law enforcement. It was restored by the Senate without dissent.

Biden said his proposal would fund deployment of nearly 4,000 more officers. He also said he intends to seek renewal of the program for another five years to help communities hire an additional 50,000 officers.

Yesterday's agreement on the tobacco lawsuit prevented a battle on the Senate floor. The suit, which the Justice Department is studying, would seek to recover money spent to treat smoking-related illnesses by Medicare and other federal insurance programs.

Bruce Reed, White House domestic policy adviser, said the department "has made real progress in preparing the suit. They've got their best lawyers on the case, and it's in good shape," he said. But he added that Congress still needs to "side with the taxpayers and not the tobacco companies by giving the department \$20 million to bring this suit."

Last month, the Senate Appropriations Committee rejected the administration's \$20 million request to hire more lawyers and other experts, and Sen. Judd Gregg (R-N.H.) went further, adding language that tobacco foes believed would restrict the department from using any money to fund the lawsuit.

Yesterday, Sen. Bob Graham (D-Fla.) asked senators to reject handing "the tobacco industry immunity" from a federal lawsuit over their past wrongdoing. But a vote was avoided when Gregg, Graham and Democratic Sens. Tom Harkin (Iowa),

Richard J. Durbin (Ill.) and Ernest F. "Fritz" Hollings (S.C.) worked out a written exchange, signed by the five, to eliminate the restriction.

Harkin declared it a green light for the lawsuit and a "victory for taxpayers" who "should not have to pick up the tab for the [industry's] devastation."

An industry spokesman insisted the controversial language "was never a red light." He said the industry's opposition was to the \$20 million to pursue cigarette makers, and "the Senate has rejected that."

FEDERAL DIARY

Mike Causey

Knowing Your Long-Term Care Options

With a blind date, it's hard to anticipate what the evening will bring or cost both emotionally and financially. Being assured that your unknown escort "has an interesting job" or "makes his (or her) own jewelry" doesn't cut it.

The same holds true for government workers and military personnel. They, too, have a blind date—details to come—with long-term care insurance.

The group rate for the long-term care insurance package is still being dolled up. Political matchmakers say federal workers will love what they see!

Politicians must decide who sets premiums and benefits, and how many plans will be offered. Coverage will go to retirees, and probably to children and parents-in-law of workers as well. Premiums will be based on age at enrollment, and policyholders will pay the full premium. That's what is known.

Republicans want to give federal workers as many as six-long term care insurance plans or options. Democrats generally favor fewer (perhaps one) options with all the basics. Those are details. Important, but details. Will all eligibles, regardless of age or relationship, be covered regardless of age or health? What will be the level of daily benefits available?

As with most good legislative ideas, the devil is in the details, which are still to be determined. For instance, will all eligibles be immediately covered regardless of age or health? What about daily benefit choices? Will there be a waiting period for benefits?

The "big pool" theory argues that with 20 million eligibles, rates should be low and benefits high. The White House says people can expect to pay 20 percent less for long-term care insurance coverage that they can purchase as individuals. Others argue that only those most likely to anticipate needing long-term care insurance coverage will sign up, and that younger, healthier employees—if they want coverage—will buy individual policies outside the government program.

Typically, long-term care insurance plans provide benefits (say \$100 to \$150 a day) that can run for a fixed time period or for life, and can start immediately or 30 or 90 days after someone is incapacitated. It depends on what you want, and can afford.

An issue for many: Should they sign up now for an individual long-term care insurance policy or wait for the government to offer its group rate plan?

Anybody pondering the buy-now-or-wait issue needs to do some homework.

Folks that sell long-term care insurance would like to sell everybody a policy—now. Naturally.

Some experts think it is a waste of money, especially for people younger than 50.

Who knows?

Bill Smith, of the National Association of Retired Federal Employees, said the decision to buy now or wait for group long-term care insurance coverage is an individual one. He favors getting the coverage now to be on the safe side. "If the government plan is better and costs less, which I expect, people can drop their individual LTC policy and take the government plan. If not, they can keep their individual policy" and be covered during the time period before long-term care insurance coverage takes effect—which could be a year or two away. Smith said some older people may want to consider dropping life insurance coverage and using the premium money to pay for long-term care insurance. "In some instances, LTC can be a better way to preserve an estate," he said. So, should federal workers sign up for long-term care insurance coverage now or wait until Congress and the White House approve a program and it goes into effect? It is an individual decision, but there are things people can do, as in comparison shopping. What is the likelihood that you will need coverage? What can you afford and what do you expect for your money? Do private long-term care insurance plans offer similar coverage and what, if any, is the range of premiums? You can do most of the legwork.

At 9 a.m. tomorrow on WUST radio (1120 AM), Arthur Stein, an expert in long-term care insurance (who also sells policies), will discuss the 10 things people should do when comparing existing coverage.

EEOC Update

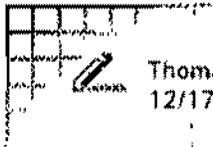
At 10 a.m. tomorrow on WUST, Carlton Madden, acting director of field operations for the Equal Employment Opportunity Commission, will explain new regulations and new rights available to federal employees.

Meantime, Rep. Albert R. Wynn (D-Md.) has blasted the EEOC for alleged "foot-dragging" in implementing new regulations covering federal workers. Wynn, who claims there is massive job discrimination in government, says a recent General Accounting Office report backs his assertions that the claims filed with the agency get sidetracked "or are arbitrarily dismissed" by bored, indifferent or overworked staffers.

Mike Causey's e-mail address is causeym@washpost.com

Friday, July 23, 1999

Alcohol



Thomas L. Freedman
12/17/98 03:08:57 PM

Record Type: |Record

To: Bruce N. Reed/OPD/EOP
cc: Mary L. Smith/OPD/EOP
Subject: Alcohol

Existing Money: We've talked to O'Hara and his alcohol person, Ripley Forbes. They say with their FY '99 money they are going to start an alcohol campaign that the Surgeon General is going to roll out in April (April is alcohol awareness month). With the FY '99 money they will also begin a limited series of PSAs which they will forward to ONDCP. In addition, they are holding a multi-agency public workshop in April/May on underage drinking and ways to discourage it. They could also use existing money to launch a Surgeon's General Report after that. Ripley is cautious about a SG Report because: 1. "they are already doing the workshop" and 2. it wouldn't be ready until the next administration. O'Hara seems less concerned.

More Money: HHS says it would like to follow up on the workshop with \$10 million for this year's budget -- Ripley says specifically it would fund an ad campaign to make ads and buy time for targeted spots aimed at kids and young teens. They will send over paper this afternoon.

Next steps. Should I go back to the VP's office on this? O'Hara doesn't sound like he has talked to ATF much, and says only that ATF likes the idea of not doing something "enforcement oriented." We will reach out to them.

Department of Education

Higher Education Binge Drinking Initiative. This Safe and Drug-Free Schools initiative got \$2 million last year. OMB says it gave enough again this year to do the same thing: Explore the causes of binge drinking on college campuses nationwide, and provide support to develop, expand, and enhance model programs that prevent binge drinking. As part of this initiative, information about program models and other effective strategies will be disseminated to institutions of higher education nationwide. We could seek to increase the money for this program to expand it from 15 competitive grants for '99 into something more national.

Alcohol

Youth Drinking

The problem

Alcohol is the drug of choice among American youth. We cannot afford to continue to ignore the costs and consequences of this serious public health problem.

- In 1995, the estimated annual cost of alcohol abuse in the U.S. was \$166.6 billion. Alcohol use disorders cost \$36.6 billion more than the estimated annual economic cost of smoking. In 1998, the economic cost of smoking was \$130 billion. (NIAAA, 1998; Treasury Department, 1998).
- Teens who begin drinking before the age of 15 are four times more likely to become alcoholics sometime during their lives, than those who begin drinking at or after the legal age of 21 (NIAAA, 1998).
- According to the American Academy of Pediatrics, about 3 million young people between 14 and 17 years old are regular drinkers who have a problem with alcohol. One out of seven 4th graders have already consumed alcohol to the point of intoxication (American Academy of Pediatrics, 1998).
- Alcohol is a factor in three leading causes of death for 15 to 24 year olds; two to three times as many teenagers and young adults die in alcohol-related traffic crashes as do from illegal drugs (National Highway Traffic Safety Administration, 1998).
- The number of college students who drink and say they intend to get drunk has increased to 52 percent, up from 39 percent in 1993 (Wechsler et al. 1995, 1997). Among fraternity and sorority residents, 81 percent report binge drinking (Wechsler, 1998).

The solution

A comprehensive, coordinated response is needed. Similar to the "National Youth Anti-Drug Media Campaign" spearheaded by ONDCP, it should be grounded in scientific research.

A campaign must be developed that will educate and enable America's youth to reject drinking while underage. The goals should be to deglamorize drinking, prevent youth who do not currently drink from starting, decrease binge drinking, and discourage illegal sale and usage of alcohol. The campaign will engage non-profit, public, and private partners to work together in a sustained effort. (initial investment \$10 million in FY2000)

In this way, we can assure every child a healthy, alcohol-free adolescence.

President's Underage Drinking Prevention Initiative

- * **Calls upon the U.S. Surgeon General to initiate the first Surgeon General's report on Underage Drinking.**

- * **As part of the FY2000 budget, \$10 million will be requested to develop a national, comprehensive media campaign to deglamourize drinking, prevent youth who do not currently drink from starting, decrease binge drinking and curtail the illegal sale and use of alcohol. The campaign will be modeled after the "National Youth Anti-Drug Media Campaign" spearheaded by the Office of National Drug Control Policy and will fill the gaps in the ONDCP campaign. The President's initiative represents the largest Federally funded campaign of its kind focused on the problem of underage drinking.**

ALCOHOL ABUSE & ALCOHOLISM: THE IMPACT ON AMERICA

THE ECONOMY

- In 1992, the estimated annual cost of alcohol abuse in the U.S. was \$148 billion. Alcohol use disorders cost \$18 billion more than the estimated annual economic cost of smoking at \$130 billion (NIAAA, 1998; Treasury Department, 1998).
- The cost of alcohol abuse to the Nation's economy (\$148 billion) is more than the gross national product of 136 countries (World Bank, 1997).
- The annual cost of alcohol abuse to the Nation is over half the annual cost of heart disease, the leading cause of death for all Americans (\$260 billion) (National Heart, Lung, and Blood Institute, 1997).
- In 1992, an estimated \$18.8 billion was spent on alcohol-related health care services and \$73.3 million on specialty training for health professionals and counselors (NIAAA, 1998).
- Two-thirds of the cost of alcohol abuse is related to lost productivity, due to either alcohol-related illnesses (47%) or premature death (21%). Treatment of alcohol use disorders and the medical consequences of alcohol consumption represent 13 percent of the total cost of alcohol abuse (NIAAA, 1998).
- In one year, 1997, the beer industry spent \$722 million in advertising while milk advertising expenditures over twelve years (1984-1996) totaled \$400 million (Impact International, 1998; USDA, 1997).

ADULTS

- Alcohol kills about 100,000 people annually- that is more than the combined total number of U.S. military deaths during the Vietnam War (58,184) and the Korean War (36,913) combined (NIAAA, 1997; Department of Defense, 1997).
- About 1 in 4 Americans report having a direct family experience with alcohol abuse and alcoholism (Harford, 1992).
- Approximately 14 million Americans -about 7 percent of the adult population- meet the diagnostic criteria for alcohol abuse and/or alcohol dependence (NIAAA, 1997).
- Overall per capita consumption for people 14 years or older was 2.17 gallons of pure alcohol in 1995. Approximately 65 percent of people 18 years or older were defined as current drinkers of alcoholic beverages in 1990, with 29 percent consuming alcohol weekly and 4 percent consuming five or more drinks on one occasion at least weekly (NIAAA, 1997).

In 1995, a typical American adult drank 32 gallons of beer. A typical American of any age drank 51 gallons of soft drinks, 24 gallons of milk, and 21 gallons of coffee (U.S. Census Bureau, 1998).

CHILDREN AND ADOLESCENTS

Fetal alcohol syndrome (FAS) accounts for about 2,000 new cases of preventable birth defects in the U.S. each year, that is nearly as much the number of infants born with spina bifida each year (2,500) (Centers for Disease Control, 1998). In 1992, fetal alcohol syndrome cost an estimated \$1.9 billion to treat infants, children, and surviving adults for FAS and its consequences (NIAAA, 1998).

A study conducted by NIAAA found that people who began drinking before the age of 15 were four times more likely to become alcoholics sometime during their lives, than those who began drinking at or after the legal age of 21 (NIAAA, 1998).

A survey focusing on the alcohol-related problems experienced by 4,390 high school seniors and dropouts found that within the preceding year, approximately 80 percent reported either getting "drunk," binge drinking, or drinking and driving. More than half said that drinking had caused them to feel sick, miss school or work, get arrested, or have a car crash (NIAAA, 1997).

Alcohol is a factor in three leading causes of death for 15 to 24 year olds; two to three times as many teenagers and young adults die in alcohol-related traffic crashes as do from illegal drugs (National Highway Traffic Safety Administration, 1998).

Binge drinking was reported by 30 percent of high school seniors, 25 percent of 10th graders, and 16 percent of 8th graders in a study conducted in 1996 (NIAAA, 1997).

According to the American Academy of Pediatrics, about 3 million young people between 14 and 17 years old are regular drinkers who have a problem with alcohol. One out of seven 4th graders have already consumed alcohol to the point of intoxication (American Academy of Pediatrics, 1998).

It is estimated that two-thirds to three-quarters of alcohol outlets sell to underage purchasers without asking for identification (Prevention Report, 1998).

WOMEN

FBI statistics indicate that 30 percent of all women murdered in the U.S. are killed by their spouse or significant other. Seventy percent of perpetrators of domestic violence report using alcohol at the time of the crime (Department of Justice, 1998).

The number of American women who drink alcohol during pregnancy is increasing, despite warning labels on alcoholic beverages. In 1992, the number dropped to less than 10 percent. In 1995 the number increased to 15 percent (Centers for Disease Control 1998).

Alcohol consumption, even in small amounts, can reduce a woman's chance of conceiving by more than 50 percent (Jensen et al, 1998).

Almost 2 million women over the age of 59 are addicted to alcohol. Alcohol addiction in mature women triggers at least \$21 billion in Medicare, Medicaid and private inpatient and nursing home charges a year (National Center on Addiction and Substance Abuse, 1998).

MINORITIES

A study of alcohol-related mortality in California showed that African-Americans and Hispanics had higher rates of mortality from alcoholic cirrhosis than did whites or Asian-Americans. Nationwide, death rates attributed to alcohol dependence syndrome also were highest for African Americans (Herd, 1989; Sutocky, 1993).

The incidence of fetal alcohol syndrome (FAS) among African Americans appears to be about seven times higher than among whites (Herd, 1989; Chavez, 1989; Sokol, 1986).

In California, the mortality rate among Hispanics from alcohol-related motor vehicle crashes was 9.16 per 100,000, significantly higher than the rates for whites (8.15) or blacks (8.02) (Sutocky, 1993).

Within 5 years of their arrival in the U.S., young Hispanic males tend to increase their consumption of alcohol. Second generation young female Hispanics in the U.S. consume greater amounts of alcohol than their first generation counterparts (Prevention Report, 1998).

Although highly variable among tribes, alcohol abuse is a factor in five leading causes of death for American Indians, including motor vehicle crashes, alcoholism, cirrhosis, suicide, and homicide. Mortality rates for crashes and alcoholism are 5.5 and 3.8 times higher, respectively, among American Indians than among the general population. Among tribes with high rates of alcoholism, reports estimate that 75 percent of all accidents, the leading cause of death among American Indians, are alcohol-related (Manson, 1992)

COLLEGE STUDENTS

A survey conducted by Harvard School of Public Health in 1993 found that 39 percent of respondents who drank said they had intended to get drunk. The number increased to 52 percent in 1997 (Wechsler et al, 1995, 1997).

Among fraternity and sorority residents, 81 percent reported binge drinking (Wechsler, 1998).

Each year, students spend \$5.5 billion on alcohol, more than they spend on soft drinks, tea, milk, juice, coffee, and books combined. Per capita spending on alcohol is \$446—far in excess of the per capita budget of the college library (Commission on Substance Abuse at Colleges and Universities, 1994).

HIGHWAY SAFETY

- The Department of Transportation reported 17,446 alcohol-related traffic deaths in 1996, 41.0 percent of the total fatalities in motor vehicle crashes (National Highway Traffic Safety Administration, 1996).
- Nearly 2,000 Americans were killed by teenage drunken drivers in 1995 (National Highway Traffic Safety Administration, 1996)
- Alcohol-related crashes result in more than \$100 billion a year in medical care, emergency transportation, property damage, lost wages and other costs (National Highway Traffic Safety Administration, 1996).
- About 3 in every 10 Americans will be involved in an alcohol-related crash at some time in their lives (National Highway Traffic and Safety Administration, 1996).

THE CRIMINAL JUSTICE SYSTEM

- In 1996, nearly 1.5 million arrests were due to driving under the influence and 718,700 for drunkenness (out of the total 15,168,100) (Federal Bureau of Investigations, 1996).
- About 3 million violent crimes occur each year in which victims perceive the offender to have been drinking at the time of the offense. Among those victims who provided information about the offender's use of alcohol, about 35 percent of the incidents involved an offender who had been drinking (Department of Justice, 1998).
- Among the 5.3 million convicted offenders under the jurisdiction of corrections agencies in 1996, nearly 2 million, or about 35 percent, were estimated to have been drinking at the time of the offense. The vast majority, about 1.5 million, of these alcohol-involved offenders were sentenced to supervision in the community; 1.3 million on probation and more than 200,000 on parole (Department of Justice, 1998).
- Alcohol use at the time of the offense was commonly found among those convicted of public-order crimes, a type of offense most highly represented among those on probation and in jail. Among violent offenders, 41 percent of probationers, 41 percent of those in local jails, 38 percent of those in State prisons, and 20 percent of those in Federal prisons were estimated to have been drinking when they committed the crime (Department of Justice, 1998).
- Among convicted inmates in local jails, 58 percent were drinkers, 32 percent were daily drinkers, and 65 percent had participated in an alcohol treatment program (Department of Justice, 1998).
- Among prisoners in state facilities, 72 percent were drinkers, 29 percent were daily drinkers, and 48 percent had participated in an alcohol treatment program (Department of Justice, 1998).

PUBLIC OPINION

A public opinion survey funded by the Robert Wood Johnson Foundation on youth access to alcohol revealed that:

- 96 percent of the respondents said they were concerned about underage drinking. Eighty-two percent favored increasing taxes on alcohol beverages by 5 percent if the funds were earmarked for programs to prevent teenage drinking and for alcohol treatment programs.
- 67 percent favored a ban on youth-oriented packaging and 83 percent supported punishment for adults who provide alcohol to minors.
- 67 percent favored a ban on liquor ads on television, 66 percent favored compliance checks at liquor stores, and 61 percent favored a ban on beer/wine ads on television.

References

American Academy of Pediatrics. *Alcohol: Your Child and Drugs, Guidelines for Parents*. 1998.

Centers for Disease Control. *Morbidity and Mortality Weekly Report* 45:11-47, September 27, 1996.

Centers for Disease Control, National Center for Environmental Health, Division of Defects and Developmental Disabilities. *National Campaign on Folic Acid*, 1998.

Chavez GF, Cordero JF & Becerra JE. Leading major congenital malformations among minority groups in the United States, 1981-1986. *Journal of the American Medical Association* 261(2):205-209, 1989.

Commission on Substance Abuse at Colleges and Universities. *Rethinking Rites of Passage: Substance Abuse on America's Campuses*. June 1994.

Department of Treasury. *The Economic Costs of Smoking in the United States and the Benefits of Comprehensive Tobacco Legislation*. March 1998.

Grant B, Dawson D. Age at onset of alcohol use and association with DSM-IV alcohol abuse and dependence: results from the national longitudinal alcohol epidemiologic study. *Journal of Substance Abuse*, Jan 1998.

Grant B, Harford TC, Dawson DA, et al. Prevalence of DSM IV alcohol abuse and dependence, United States, 1992. *Alcohol and Research World*, Vol. 18 No. 3, 1994.

Harford T. The family history of alcoholism in the United States: prevalence and demographic characteristics. *British Journal of Addictions*, 89:931-935, 1992.

Herd D. The epidemiology of drinking patterns and alcohol-related problems U.S. blacks. In: Alcohol Use among U.S. Ethnic Minorities. National Institute on Alcohol Abuse and Alcoholism Research Monograph No. 18. DHHS Publication No. (ADM)89-1435. Washington DC: Supt. of Docs., U.S. Government Printing Office, 1989.

Jensen TK, et al. Does moderate alcohol consumption affect fertility? follow up study among couples planning first pregnancy. *British Medical Journal* 317(7157):505-10, August 22, 1998.

Manson SM, Shore JH, Baron AE, Ackerson L, & Neligh G. Alcohol abuse and dependence among American Indians, In: Helzer JE and Canino GJ, eds. Alcoholism in North America, Europe, and Asia. New York: Oxford University Press, 1992.

National Center on Addiction and Substance Abuse. *Under the Rug: Substance Abuse and the Mature Woman*. Columbia University, June 1998.

National Institute on Alcohol Abuse and Alcoholism. Alcohol-related mortality, 1979-1992. U.S. Epidemiologic Data Reference Manual Vol. 5 No.1 September 1996.

National Institute on Alcohol Abuse and Alcoholism. Alcohol Alert No. 37, July 1997.

National Institute on Drug Abuse, National Institute on Alcohol Abuse and Alcoholism. The economic costs of alcohol and drug abuse in the United States, 1992. May 1998.

Office of Disease Prevention and Health Promotion. Prevention Report, Vol. 13 Issue 2 1998.

Sokol RJ, Ager J & Matier S. Significant determinants of susceptibility to alcohol teratogenicity. *Annals of the New York Academy of Sciences* 447:87-102. 1986.

Sutocky JW, Shultz JM, & Kizer KW. Alcohol-related mortality in California, 1980-1989. *American Journal of Public Health* 83(6):817-823, 1993.

U.S. Department of Agriculture. Evaluation of fluid milk and cheese advertising, 1984-1996. USDA, Economic Research Service, Publication No. ERS-TB-1860, December 1997.

U.S. Department of Defense. Worldwide U.S. Active Duty Military Personnel Casualties. Quarterly Report.

U.S. Department of Transportation. National Highway Traffic Safety Administration. Alcohol Traffic Safety Facts, 1996.

U.S. Department of Health and Human Services. Fact Book: Fiscal Year 1997. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Heart, Lung, and Blood Institute, 1997.

U.S. Department of Justice. An analysis of national data on the prevalence of alcohol involvement in crime. Publication No. NCJ-168632, April 28, 1998.

U.S. Department of Justice, Federal Bureau of Investigations. Crime in the United States, 1996. Washington DC: USPGO, 1997.

Wechsler H, Dowdall GW, Davenport A, Castillo S. Correlates of college student binge drinking. *American Journal of Public Health* 85(7):921-926, 1995.

Wechsler H, Davenport A, Dowdall GW, Grossman S, Zanakos S. Binge drinking, tobacco, and illicit drug use and involvement in college athletics: a survey of students at 140 American colleges. *Journal of American College Health* 45:195-200, 1997.

Wechsler H, et al. Changes in binge drinking and related problems among American college students between 1993 and 1997: results from the Harvard School of Public Health college alcohol study. *Journal of American College Health* Vol. 47, September 1998.

World Bank Atlas 1998. 30th Edition.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

ADMINISTRATOR
OFFICE OF
INFORMATION AND
REGULATORY AFFAIRS

MEMORANDUM FOR ERSKINE BOWLES

FROM:

Sally Katz *Sally Katz*

SUBJECT:

Heads-up on FDA Proposed Rule Requiring Alcohol Warnings on Pain Relievers

We are about to conclude review of a proposed FDA rule that will require alcohol warnings to be placed on all over-the-counter (OTC) drug products containing pain relievers (including aspirin, tylenol, and ibuprofen) labeled for adult use. The warning statements would advise consumers who drink at least three glasses of alcohol per day to consult a physician before using the product. FDA, following the recommendations of an advisory panel, has determined that data are sufficient to warrant an alcohol warning for these products; specifically, FDA found that individuals with a history of heavy alcohol use or abuse have increased risk of liver damage from the use of acetaminophen (tylenol) and an increased risk of gastrointestinal bleeding from the use of other pain relievers (including aspirin and ibuprofen).

FDA estimates that 600 manufacturers and distributors, many of which are small businesses, will be affected by the rule and that the costs of relabeling will run up to \$50 million (one-time cost). To ease industry concerns, particularly small businesses, FDA proposes to allow "stick-on labeling" for certain products during the early stages of implementation to allow industry to deplete their existing stock.

Given the widespread use of these products and the potentially unfavorable reaction by industry, we expect this rule to get a lot of press. Please call me if you have any questions.

cc: Franklin D. Raines
Maria Echaveste
Rahm Emanuel
Thurgood Marshall, Jr.
John Hilley
Ann Lewis
Sylvia Mathews
Bruce Reed
Gene Sperling
Chris Jennings
Elena Kagan
Don Gips
Victoria Radd
Barry Toiv
Michael Waldman
Kathy Wallman
Josh Gotbaum
Larry Haas

DISTILLED
SPIRITS
COUNCIL
OF THE
UNITED
STATES

Alcohol

cc: Bruce Reed
Ren Klain
Rahm Emanuel
FCC
licensing
letter

NEWS RELEASE

DISCUS is the trade association representing producers and marketers of distilled spirits sold in the United States.

Any ideas on how to respond welcomed!

CONTACT: ELIZABETH BOARD

PHONE: 202-682-8840

Elena

DISTILLERS CALL ON PRESIDENT CLINTON TO REQUEST A COMMON CODE FOR ALL ALCOHOL ADVERTISING

Washington, D.C., April 4, 1997 – The Distilled Spirits Council of the United States (DISCUS) sent a letter to the White House, calling on President Clinton to use his "bully pulpit" to bring together the beer, wine, distilled spirits and broadcast industries to devise a common code of advertising. DISCUS President and CEO Fred Meister announced at a press conference today.

DISCUS' call for action came in response to President Clinton's statements Tuesday asking the FCC to examine the effects, if any, of spirits advertising on television. DISCUS criticized the President's proposal stating that it ignores more than 99 percent of the alcohol advertising on television.

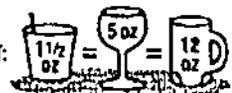
"During the President's address, he made a statement that is seriously incomplete. The President said the 'kids should have no business with liquor,'" said Meister. "I believe that every parent and alcohol abuse expert would say that kids should have no business with any form of alcohol -- beer, wine or distilled spirits -- period."

In the letter, DISCUS urged the President to ask for the distillers, brewers, and vintners together with the broadcasters to "come to the table" to develop and adopt a common code for alcohol advertising within 90 days.

"The spirits industry is responsible -- we are willing to come to the table now. Your Administration only has to secure the same commitment from the beer and wine industries and the broadcasters to work toward this common end," said Meister.

The code would set the same responsible standard for all beverage alcohol advertising and also would provide uniform guidelines for the broadcasters.

more



"For decades, our members have demonstrated through numerous alcohol education efforts that we are a responsible industry dedicated to combatting alcohol abuse, including illegal, underage drinking," said Meister. "It is with this tradition of responsibility that we propose a bold and innovative call for action that goes forward and far beyond the President's stated goal of 'not backsliding.'"

Meister cited new polling data from Yankelovich Partners that showed that 61 percent of Americans did not know that typical servings of beer, wine and spirits contained virtually the same amount of alcohol. The poll also showed that the majority of Americans -- 62 percent -- said that understanding the equivalency of standard servings of different types of alcohol beverages is helpful to them in making decisions about responsible drinking.

"These findings demonstrate why the U.S. Departments of Health and Human Services, Agriculture, Transportation and Education teach alcohol equivalence," said Meister. "It is a basic, essential and critical fact."

Meister also unveiled an industry-produced commercial about alcohol equivalence that was rejected by a network.

"To encourage other groups to expand their alcohol equivalency education, we recently tried to deliver this important equivalence message to the public through a commercial produced by the spirits industry," said Meister. "Unfortunately, the network we wanted to buy time from to run the message would not accept the ad."

###

Copies of the DISCUS commercial are available for members of the media. If you are interested in receiving a VHS or Betacam (oxide) copy of the commercial, please contact the Public Issues Division at (202) 682-8840.

DISTILLED
SPIRITS
COUNCIL
OF THE
UNITED
STATES

April 4, 1997

The President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Mr. President:

While we strongly disagree with your Administration's attempt to single out only distilled spirits advertising for discriminatory examination and action, we want to propose a bold approach to the issue of alcohol advertising and youth.

Given the fact that your Administration is concerned with youth and alcohol advertising, the issue of advertising by other forms of alcohol must be addressed concurrently. Distilled spirits has been advertising on television and radio in a very responsible way, but with relatively few ads for only the past several months. Beer, however, has been advertising for decades and has spent billions of dollars doing so without any great public outcry or controversy.

The fact is that there can be no sensible or effective analysis of the issue of youth, alcohol and advertising if beer and wine are not part of that process. I doubt that there is one alcohol education or anti-abuse group anywhere that would not support this view that any Federal analysis of alcohol advertising absolutely must have beer and wine included. Attached are some recent letters from such groups.

As distillers, as parents and as good citizens, we are as concerned as anyone about illegal alcohol use among the underage. Indeed, our companies have a long and proud record of educating all segments of society about responsible alcohol consumption and alcohol abuse. The distillers collectively, through the Century Council, conduct effective community-based programs directed at combatting illegal, underage drinking.

It is with this tradition of responsibility that we propose a process that goes far beyond your position of "no backsliding."

The President
April 4, 1997
Page Two

Respectfully, the distillers call on your Administration to publicly request and expect that the distillers, brewers and vintners together with the broadcasters will meet under the aegis of your Administration. Your tasking to the group would be for them to develop a unified code that sets the same responsible standards for all forms of beverage alcohol (beer, wine and spirits) advertising and also would be the guidelines for broadcasters.

Currently, each segment of beverage alcohol has its own code that addresses the issues of responsibility and youth, but a common code would improve the status quo by holding all segments of the beverage alcohol industry and the broadcasters to the same responsible standard.

We respectfully urge you to take pointed action by issuing a call for spirits, beer, wine, and the broadcasters to "come to the table" and, within no more than 90 days, develop and agree to a common code of advertising. Your Administration then could use its "bully pulpit" to attain an effective impact.

Your Administration prides itself on creative, dynamic and bold solutions and thus surely can do more than not just "backslide." Your Administration has the courage to bring all parties in the beverage alcohol industry (beer, wine and spirits) and the broadcasters to the table to achieve this comprehensive and sustaining objective.

The spirits industry is responsible -- we are willing to come to the table now. Your Administration only has to secure the same commitment from the beer and wine industries and the broadcasters to work toward this common end.

We would be pleased to discuss this soon with you or anyone in your Administration.

Sincerely,


Fred A. Meister
President/CEO

FAM:ck
Attachments



Mothers Against Drunk Driving

111 E. John Carpenter Frey., Suite 700 • Irving, Texas 75062-8187 • Telephone (214) 744-MADD • FAX (972) 869-2206/2207
NATIONAL OFFICE

FOR IMMEDIATE RELEASE
(April 1, 1997)

CONTACT: Michelle Bennett, ext. 248
Tresa Coe, ext. 245
(214) 744-6233

**STATEMENT FROM MOTHERS AGAINST DRUNK DRIVING (MADD)
IN RESPONSE TO CLINTON ADMINISTRATION'S REQUEST FOR
FEDERAL COMMUNICATIONS COMMISSION (FCC) TO INVESTIGATE
HARD LIQUOR ADS ON TV AND RADIO**

Mothers Against Drunk Driving (MADD) applauds the announcement today by President Clinton that he is requesting the Federal Communications Commission to "take all appropriate action" to explore the potential effects of the decision of the distilled liquor industry to end their voluntary ban on broadcast advertising.

MADD has long been concerned about the impact of all alcohol advertising on underage consumption and last year requested the FCC to exercise its authority to hold public hearings on this issue to examine and evaluate the role of alcohol advertising in the problem of underage drinking pursuant to the FCC's authority to determine if the use of the airwaves to broadcast alcohol advertising is in the public's best interest.

MADD was disappointed earlier this year when scheduled Congressional hearings on alcohol advertising were cancelled. However, it has always been our position that the FCC has the jurisdiction and the authority to provide a public forum for all issues surrounding alcohol advertising and we urge the FCC to move quickly in response to the President's request.

MADD has long advocated that any alcoholic beverage advertising, distilled spirits, beer or wine, should not target our youth or be created or presented in such a fashion as to be overly appealing to those under the legal drinking age.

###



NCADD News

NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC.

12 WEST 21ST STREET
NEW YORK, NY 10011
212/208-4770 FAX 212/446-1480

For More Information, Contact:
Jeffrey Hon, Director for Public Information
212/208-4770, ext. 18
Sarah Kayson, Director for Public Policy
202/737-8122

For Immediate Release:

Statement re: **PRESIDENTIAL LETTER URGING FCC TO
EXAMINE IMPACT OF DISTILLED SPIRITS RADIO
& TELEVISION ADVERTISING ON CHILDREN**

Attribute to: **Senator George McGovern
NCADD National Spokesperson**

The National Council on Alcoholism and Drug Dependence, Inc. strongly supports President Clinton's request to the Federal Communications Commission (FCC) to examine the impact that radio and television advertising of distilled spirits will have on children. The President is correct to be wary of the makers of vodka, gin and whiskey and their attempts to appeal to a new generation of drinkers.

The President and the FCC should not, however, overlook the fact that our airwaves have long been swash in beer commercials that make drinking seem like a harmless activity enjoyed by people who are always happy, attractive and successful. Is it any wonder that teenagers already consume more than a billion cans of beer each year? Or that 33% of high school seniors, 21% of tenth graders and 8% of eighth graders report that they have been drunk during the past month?

It would be a mistake to focus only on distilled spirits advertising because this would send the wrong message that these beverages are more alcoholic than beer or wine. While so called "hard" liquor may pose a greater threat of alcohol poisoning, standard servings of distilled spirits, beer and wine all contain the same amount of alcohol and all can be equally addictive.

Children like the beer commercials they see on television and for many, the ads make them want to use the product. We can expect more of the same from the makers of distilled spirits; children do not need encouragement from the likes of Budweiser's frogs and RJ Reynolds' Joe Camel to drink sweetened alcohol beverages that taste good.

NCADD welcomes President Clinton's efforts to address the issue of alcohol advertising.

4/1/97



NEWS RELEASE

For Immediate Release
April 1, 1997

Contact: Tara Siegman
(202) 332-9110, ext. 341

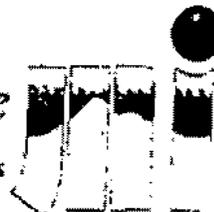
CSPI Applauds President Clinton's Concerns About Liquor Advertising

Michael F. Jacobson, executive director of the Center for Science in the Public Interest, had the following comment on President Bill Clinton's speech urging the FCC to investigate alcohol advertising on radio and television.

"President Clinton clearly recognizes that America's War on Drugs must include restricting the advertising of alcoholic beverages. Alcohol is a factor in the three leading causes of death for 15- to 24-year-olds: unintentional injuries, homicides, and suicides. We hardly need whiskey ads during baseball games to further tempt youths to drink. We urge the FCC to investigate whether the broadcast of TV and radio commercials for liquor, as well as for beer and wine, is consistent with stations' public-interest responsibilities."

CSPI is a nonprofit health-advocacy organization that focuses on alcoholic-beverage problems, nutrition, and food safety. It is based in Washington, D.C., and is supported largely by its 900,000 members and foundation grants. It does not accept industry or government funding. CSPI led efforts to win passage of the law requiring warning labels on alcoholic beverages and has publicized the nutritional content of many popular restaurant foods.

The Marin Institute
for the Prevention of Alcohol and Other Drug Problems



TRANSMITTED BY FAX

April 1, 1997

President William J. Clinton
The White House
Washington, D.C.

Dear Mr. President:

I am writing on behalf of the Marin Institute for the Prevention of Alcohol and Other Drug Problems to commend you for your letter to the Federal Communication Commission requesting that they investigate the impact of television and radio advertising of distilled spirits on children.

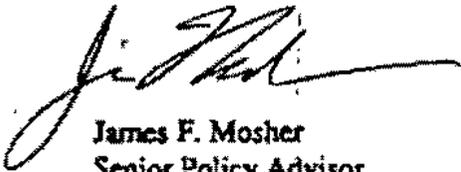
The decision of the distilled spirits industry to rescind its voluntary ban on broadcast advertising represents a giant step in the wrong direction. Beer advertising already saturates the airwaves, using images and slogans that clearly appeal to young people and aggravate our most serious youth drug problem — alcohol. Beer is by far the alcoholic beverage of choice among young people, particularly among heavy youthful drinkers and drinking drivers. Their preference for beer is not surprising given the beer industry's deliberate targeting of this age group with slick, sophisticated broadcast advertising. Research studies find that beer advertising on television is a powerful tool for reaching the youth market.

Clearly the distilled spirits industry is seeking to level the playing field by moving their advertising onto the airwaves. This highly unfortunate trend warrants immediate action by your administration and by the FCC. The lifting of distilled spirits industry's voluntary ban will increase the attractiveness of distilled spirits among young people, undermining your administration's drug policy goals and putting the lives and safety of our young people at further risk due to alcohol problems.

Until last year, the distilled spirits industry has taken a responsible stand — one that recognizes that alcohol is a powerful psychoactive drug that poses serious health and safety risks, particularly among young people. We believe the beer and wine industries should be following the past voluntary policy of the distilled spirits industry, not the reverse.

We therefore fully support your call for an FCC investigation. Advertising beer on television and radio raises the same issues as broadcasting distilled spirits advertisements. We urge you to follow up this first step with a call for a broader investigation by the FCC and the Federal Trade Commission to assess the impact of all alcohol advertising on broadcast media.

Sincerely,



James F. Mosher
Senior Policy Advisor

cc: Diana M. Conti, Executive Director, The Marin Institute

FCC liquor letter

~~BA/OK~~
~~Did Rahm~~
File: Alcohol
Founded in 1944
~~over to this~~
BBS



NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC.

1511 K Street NW
Washington DC 20005
Tel. 202/737-8122
Fax 202/628-4731

National Headquarters
12 West 21 Street
New York, NY 10010
Tel. 212/208-6770
Fax 212/645-1890

July 31, 1997

Mr. Rahm Emmanuel
Senior Advisor to the President
The White House
Washington, D.C. 20500

Bruce -
This doesn't rise to Presidential level, but I think an FTC workshop of this kind might be a good thing. What do you think about getting Rahm to send this letter about getting Pitofsky?
Elena

Dear Mr. Emmanuel:

Thank you again for your interest in alcohol advertising and children. In addition to our continuing efforts to get the FCC and Congress to address this issue, we are encouraging the FTC to utilize its authority.

We urge President Clinton to ask the FTC to hold public workshops on alcohol advertising. The FTC has held numerous workshops in the past, including a recent effort that discussed advertising on the Internet. Chairman Pitofsky has held public workshops and drawn up advertising guidelines at least four times during his three-year tenure.

Public health and consumer groups, the alcoholic beverage industry and others with an interest in this issue would be allowed to offer testimony to the FTC, which could then use that information as a basis for taking action on specific alcohol ads or developing industry-wide guidelines if necessary.

At the same time, it is crucial that the FCC issue a Notice of Inquiry and proposed rulemaking which would focus on the issues raised by the broadcast advertising of distilled spirits and more generally on the matters of counter-advertisements and other remedies in light of the public trustee nature of broadcasting. We hope President Clinton will again urge the FCC, when the new commissioners are confirmed, to examine the effects of broadcast advertising on children.

Following is additional information on action the FTC can take on alcohol advertising:

- 1) Regulate "Unfair" and "Deceptive" Advertising and Marketing Practices on a Case-by-Case Basis

Mr. Emmanuel
Page 2

In an unfairness proceeding, the FTC has to show that someone has suffered, or is likely to suffer, substantial injury as a result of the advertising or marketing practice. In a number of cases, the FTC has recognized that specific groups — such as children — may be particularly susceptible to certain types of advertising and marketing practices. This is the basis for taking action against "Joe Camel" ads aimed at kids.

The FTC can also take action against "deceptive" advertising, in which inaccurate claims are made about a product. For example, were a beer ad to claim the product contains 5 percent alcohol when it actually contains 6 percent, that would be construed as "deceptive."

It is generally acknowledged that unfair advertising is more difficult to prove than deceptive advertising. Rulemaking pursuant to the FTC's unfairness authority is particularly constrained by statute.

2) Conduct Public Workshops and Develop Advertising Guidelines

The FTC has the authority to develop industry-wide "guidelines" that interpret the implementation of the FTC Act in certain areas. Although these do not have the force of law, they can be used to educate the public and industry about legal expectations. They can also be used to establish minimal standards of conduct to which industry members can aspire. Guidelines can be established using a consultative process that brings together industry, regulators, consumers, and advocacy groups, under the aegis of the FTC, much the same as a "negotiated rulemaking."

In addition to FTC and FCC activity, the Vice President's Advisory Committee on the Public Interest Obligations of Digital Broadcasters could also address the issue of alcohol advertising and its impact on children. In light of the unique public trustee nature of broadcasting, which continues to be applicable in the digital era, the Administration should urge that broadcasters be required to air counter-advertisements to prevent or discourage underage drinking (similar to the successful efforts on tobacco 30 years ago).

The Office of National Drug Control Policy could include alcohol in its paid media campaign to educate and enable America's youth to reject drugs. The Administration is right on target to use television and radio to deglamorize drug use, and alcohol should be a part of that effort.

The President need not wait on Congress to draft a bold program

Mr. Emmanuel

Page 3

to address alcohol advertisements and young people -- Congress has already defined alcohol as unique among all other consumer products. Alcohol is the subject of two Constitutional Amendments and federal laws that, in effect, established a national drinking age of 21 and adopted a zero tolerance level for drinking and driving for those under 21. Congress and the American public have not identified any other product that requires those kinds of protections for young people.

While smoking has been described as a pediatric disease, drinking alcohol can be described as a pediatric killer. Ethnic minority groups are particularly concerned about the double dose of advertising their children are receiving -- they are the targets of ads in the Spanish- and English-language media -- and the potential health-related problems they face.

Thank you for your time and consideration. We look forward to to working with you and others in the Clinton Administration to protect the health and well-being of all of America's youth. Please do not hesitate to call on any of us if you need any additional information.

Sincerely,



Sarah Kayson
National Council on Alcoholism and Drug Dependence

on behalf of:

Charlie Brown, National Organization for Victim Assistance
National Victim Center

Henry Geller, Markle Foundation

George Hacker, Center for Science in the Public Interest

Tom Howarth, Mothers Against Drunk Driving

John Larson, National PTA

Jeanette Noltenius, Latino Council on Alcohol and Tobacco

Sue Thau, Community Anti-Drug Coalitions of America