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November 22, 2006

Deborah Platt Majoras, Chairman  
Federal Trade Commission  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580

Electronically Transmitted

Re: Alcohol Reports: Paperwork Comment  
FTC File No. P064505

Dear Chairman Majoras:

As President and Chief Executive Officer of the National Association of Broadcasters, I am writing in support of efforts undertaken by the Distilled Spirits Council of the United States, Wine Institute and Beer Institute to adopt self-regulatory marketing codes that are designed to direct their marketing activities to adults who are above the minimum age to purchase and consume beverages that contain alcohol and to limit the reach of this advertising to underage youths. The NAB particularly appreciates your leadership in encouraging self-regulation of advertising by numerous industry groups as a far more acceptable mechanism than regulation by government agencies. As you are aware, the most effective means to curtail illegal underage drinking is parents talking to their children about not drinking and to educate students to stand up to peer pressure.

To help in this endeavor, the nation's broadcast industry has made significant contributions to the promotion and airing of campaigns to combat teenage drinking in the United States. America's broadcasters contributed \$10.3 billion in service to their communities in 2005. This includes \$7 billion in airtime for public service announcements (PSAs) last year. According to a study conducted by the NAB, the average television station broadcasts 136 PSAs per week, and the average radio station airs 169 PSAs per week. The survey found that 85 percent of television stations and 83 percent of radio stations broadcast PSAs on alcohol abuse, including underage drinking.

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We at the NAB are keenly aware of the support you and other members of the Commission have given to industry self-regulatory programs, and we look forward to assisting you in any constructive way to better understanding the issues we have faced with our own self-regulation initiatives.

Should you require additional information, please do not hesitate to contact me.

Best wishes.

Sincerely,

David K. Rehr

cc: Commissioner Pamela Jones Harbour  
Commissioner Jon Leibowitz  
Commissioner William E. Kovacic  
Commissioner J. Thomas Rosch