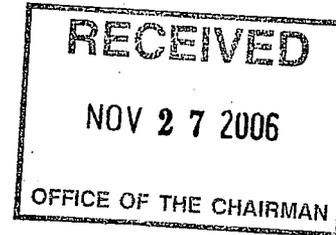
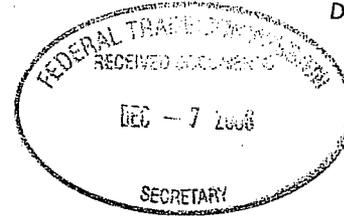


JOIN TOGETHER

ADVANCING EFFECTIVE ALCOHOL AND DRUG POLICY, PREVENTION, AND TREATMENT

David L. Rosenbloom
Director



November 21, 2006

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Dear Chairman Majoras,

Enclosed are ninety letters written by community leaders across America for *Alcohol Reports: Paperwork Comment*, Project No. P064505.

These letters to you were submitted on our website, but they are not carbon copies of each other. The comments have been individually edited by the parents, law enforcement professionals, alcohol and drug counselors, and other community leaders who want to share their concerns and priorities with you.

Thank you for providing this important opportunity for public comment on the marketing practices of the alcohol beverage industry, and the effect of these practices on America's young people.

Sincerely,

David Rosenbloom, Ph.D
Director
Join Together

Major funding
is provided by
a grant from
The Robert
Wood Johnson
Foundation
to the
Boston University
School of
Public Health.

Maija Yasui

November 17, 2006 6:09 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As Hood River County Prevention Coalition chair, on behalf of our 350+ coalition membership, I am writing to express my appreciation for the FTC's review of the alcohol industry's contemptive behavior in compliance with their "voluntary" advertising code.

We have spent some time reviewing the research that shows a significant connection between underage drinking and the amount of our youth's exposure to alcohol advertising, direct marketing, mass media, etc. that hype the benefits of alcohol use BY YOUTH. Sometimes the words say No but the image screams YES.

Back to school advertising with alcohol promoting t-shirts in Oregon were only recalled because of a concerted effort by concerned parents and youth.

We urge the FTC to strengthen its process:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Hood River County has over 30% Latino population and almost 40% in our under 21 age group. It is important to report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for your support in holding alcohol companies accountable for the damage to our youth from which they are profiting.

Sincerely,
Maija Yasui

Bob Laipply

November 16, 2006 4:12 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I have spent the vast majority of my adult life devoted to teaching 12-15 year old children. It staggers my mind when I reflect back on the many who are no longer living because of alcohol use, either theirs or someone else's. From 1968-1970 I served in the U.S. Army because I felt it was my duty as a citizen, a duty I refused to shirk. As I grow older I have begun to realize that I have other duties yet to meet. Many, many people rose up and met their duties before I came on the scene in order that I can enjoy the freedoms we have today. I am a staunch defender of the Bill of Rights and the freedoms they guarantee all of us.

But all freedoms have limits. I can not yell "Fire" in a crowded building nor slander your good name. Even our freedom of speech has its limits. Advertising companies and their clients, particularly the alcohol industry, should not be able to lie openly in their advertising, neither through commission or omission. They prey on all of us, but especially the young, using all of their powers to convince and entice consumers into buying what they sell. But we all know that what they sell isn't only fun, acceptance and sexual excitement. They sell the means to death and destruction. They create the illusion that all of my problems will fade away if only I drink this wine, or the women won't be able to resist my charm if I am holding this bottle of beer, my favorite team will win, I'll become rich, I'll drive a great car, I'll have lots of friends, my dog won't have fleas and so on and so on.

Make them balance their advertising. Show a kid throwing up and defecating on themselves after a great party. Show the physical and sexual abuse real people face when someone drinks to excess. Show a real mother identifying her child who was hit by a drunken driver. Show the painful break-ups of families of alcoholics. Show the blood and guts. Show Mel Gibson's reaction when arrested, he did say it was the alcohol, didn't he?

Please don't allow all of our efforts in protecting children to be rolled over by Madison Avenue and the boardrooms of the distilled spirits companies. The money they make on the lives of others is nothing less than shameful. Please prove to all of us that profits don't trump lives.

Sincerely,

Sincerely,
Bob Laipply

Diane Hogan

November 16, 2006 11:40 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

As a parent of teens I am deeply concerned about the amount of targeted advertising to our youth of alcohol. Young people, are attracted to the flavorings and packaging so familiar to what they drank in elementary school. An acquired taste is no longer necessary to bring new drinkers into the market place. Spend a Friday evening watching Spike T.V., VH1, the Comedy channel or other networks that often have 12-20 year olds in their audience, and you will see a huge number of ads coaxing, and attracting our youth. Parents usually have no idea how many ads their kids see for youth oriented products.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Underage drinking is a national health issue. Unfortunately most parents are not aware how much this will affect them until their own child has begun to respond to the effectiveness of the industry's efforts to sell alcohol to them. Personally, I urge a return to the ban of television advertising of their products. Parents need and deserve the support of the collective American community as we rear the next generation of responsible citizens.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Diane Hogan

Nancy Waters

November 16, 2006 11:11 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am a citizen and taxpayer, a veteran of 20+ years of working in the substance abuse field and currently serving as chair of the Alcohol Ordinance Board in a city where one of the largest economic factors is Georgia Southern University. I have seen first hand the result of advertising and marketing targeting underage youth. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

If underage consumption of alcohol is to be viewed as the problem it truly is, commitment is required from all segments of the community. The alcohol industry should not be exempt from their responsibility.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Nancy Waters

Peter Crumb

November 17, 2006 8:39 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer and President of the Massachusetts Association of Alcoholism and Drug Abuse Counselors, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Formally request the alcohol industry to return to the self-imposed ban on advertising distilled spirits.
2. Involve the Surgeon General in this request as was the case with the tobacco industry.
3. Require equal time counter advertising on the what constitutes "responsible drinking". (This is three or fewer drinks per week with rarely more than one drink per occasion.) Also have ads that make clear the early warning signs of chemical dependency as regards alcohol.
4. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
5. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
6. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Peter Crumb

Virginia Baumiller

November 17, 2006 8:59 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a very concerned parent of 3 children, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Personally I can't understand why everyone doesn't prioritize the health and safety of our children.

1. Advertising should not ever be targeted at children or allowed to be flagrantly displayed where children are present, ball fields, gymnasiums, etc.
2. Violation of guidelines should be met with strong and strict enforcement.
3. "Convenience" of alcohol, tobacco and drugs should be minimized and strictly enforced at both local, state and federal levels. Federal laws should prevent these items from being sold at 'convenience' and grocery stores.
4. Strict enforcement should be used to those who sell or serve alcohol, tobacco or drugs to those underage.
5. Alcohol companies should be encouraged and given incentives to seek alternate profit generating businesses.
6. Tobacco companies should be forced to seek alternative profit generating businesses with the intention to eradicate tobacco products at some point in the near future. NO other companies are so controlling and openly allowed to sell products that will KILL or knowingly negatively effect the health of both adults and children. I am disappointed and disgusted that the government has allowed this to go on for so long.

I do hope to see the FTC play a continued and increasingly active role in protecting our youth and our 'at risk' adults from irresponsible and dangerous alcohol marketing.

Sincerely,
Virginia Baumiller

Henrietta Griffith

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I get tired of feeling like a chump. Because of some deaths in my family, I gave up a well paying career many years ago to work in the alcohol prevention field. When I see profits rolling in to the alcohol industry from so much alcohol consumption by youth, I can't help but wonder why I tolerate a system that places so many restrictions on substance abuse prevention and so little on the alcohol industry.

Please be forceful, specific and exacting in conducting a review of alcohol industry advertising practices.

Thanks so much for the hard work you do to balance free speech with appropriate protection from harmful advertising.

Best Regards,

David H. Bender

Sincerely,
David Bender

Lori McArthur

November 20, 2006 1:51 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support, and encourage, the FTC's desire to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

It is vital the FTC does all in its power to appropriately monitor and control the alcohol industry's marketing tactics, such as collect advertisement expenditures by company and type of drink and track age and ethnicity targeted by advertisements.

The FTC's role is only one piece, of a comprehensive approach, in reducing underage drinking. However, by protecting youth from irresponsible marketing ploys, it is a critical piece of the approach.

Thank you for your concerns on this important issue.

Sincerely,
Lori McArthur

Jenifer Schellhaas

November 17, 2006 10:43 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

Hello, I am a Youth Minister. I interact with teens on a daily basis. Because of this I feel I can accurately speak to the issue of alcohol marketing to teens. They are constantly surrounded by the "positive" advertisement of alcohol. Today, the drinking age, it seems, is not 21 in the minds-eye of teens. The age in their mind is college. If you go to college, then you can drink and if you don't you're a loser. What a shame. None of the advertisements for alcohol ever say "wait until you're 21," but they're quick to say "don't drink and drive."

Therefore, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Jenifer Schellhaas

Donnis Reese

Virginia Quinn

November 16, 2006 11:23 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a parent and retired college professor, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. I am totally aware of how easily youths are influenced by slick advertising.

It is time to take action against alcohol industry companies that routinely violate voluntary advertising guidelines time and to limit their marketing to underage youth. As a psychology textbook author, I can assure you that scientific research shows a clear positive correlation between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Virginia Quinn

Flagg Taylor

November 16, 2006 11:27 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I am a recently retired senior executive from a leading management consulting firm, I was very familiar with the work for alcohol marketers. I can assure you these firms target specifically youth and other at risk marketing. You need to include top level business executives who have experience in reading marketing and business plans to expose the strategies and tactics. All too often hearings are help by no business types who do not know what questions to ask or where to look for the information which would expose the companies real intentions.

As an individual devoted to working with those who are suffering and recovering from addiction to alcohol, I can attest to the enormous cost in health, productivity and broken lives.

We are in the midst of a national epidemic and the alcohol companies share a good deal of the blame for promoting their products to youth.

Alcohol is a drug and should be labeled and sold as such. A radical thought, but the closer we get to prohibiting the marketing of our "legal " drug the better.

Sincerely,
Flagg Taylor

Cameron Popkin

November 16, 2006 11:24 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I thank you for the FTC's continuing investigation into alcohol advertising to under age drinkers.

As a parent of 2 teenage girls, the peer pressure to party with alcohol is only reinforced by the advertising for soda like alcohol drinks.

Children from 12 to 20 are easily influenced and any company should be required to fully disclose who and how they are marketing their products to limit unfair advertising practices such as was shown in the "Joe Camel" ads.

The following are recommendations that I wholly support:

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Cameron Popkin

Edward O'Leary

November 16, 2006 12:14 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As the police chief of Foxborough for over 21 years, and a police officer since 1973, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. The largest drug problem our community has with youth deals with alcohol. Any programs we have to prevent early alcohol use among youth, are offset by the pervasive and cascading advertising done by the beer industry in particular.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Throughout my career, I have vividly seen the results of alcohol misuse from teens. Not only has it been the car crashes, violence, and sexual assaults - but lives that are wasted by poor choices and reduced opportunities young alcoholics face.

Sincerely,
Edward O'Leary

Mary Schalk

November 16, 2006 1:30 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

It's about time to FTC takes another look at alcohol advertising. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

The alcohol industry says it does not violate voluntary advertising guidelines to limit marketing to underage youth. Who do they think they are kidding? Either they are marketing to minors, or they think adults are extremely immature.

I support the following strategies to strengthen this review process:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Our young people need our support and protection from unscrupulous marketing techniques employed by the alcohol industry. I urge you to take serious action.

Sincerely,
Mary Schalk

Jeanne Ruggles

November 16, 2006 3:21 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I was relieved to learn that the FTC is asking for a second round of comments from the public about the very serious problem of alcohol advertising to young people.

WELL, here are my comments! its not Ok for the alcohol industry to market alcohol products to these young people...in fact its down right unconscionable. As a high school teacher for over 45 years, I know how attractive (and dangerous!!!) "drinking" is to that age.... If anything we need anti alcohol advertising, not pro alcohol advertising. And scientific research supports this view as there is a clear connection between youth exposure to marketing and underage drinking.

Here's what needs to be done:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Please do all you can.

Thank you, Jeanne P Ruggles

Sincerely,
Jeanne Ruggles

Susan Jenkins

November 16, 2006 2:17 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am the parent of two young girls, an active community member and a taxpayer, and I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. The volume of alcohol advertising that my children and the other children in our community are exposed to through magazines, stores, television and sporting events is overwhelming.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. I am not surprised as these same companies profit from the sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Susan Jenkins

Anne Gill

November 16, 2006 1:03 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a parent and advocate for children and youth, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

While I am not an expert on voluntary advertising guidelines, I do see and hear the kind of advertising alcohol industry companies routinely employ to target marketing at underage youth. While companies have a right to advertise, when are we, as a society, going to take a stand against the blatant trickery used against our children. Adults purchasing and using alcohol responsibly is an entirely different issue. We can no longer ignore the volumes of research showing a clear connection between youth exposure to marketing and underage drinking---not to mention the research proving the ill-effects of alcohol on the adolescent brain. Think about all of these youth going out into our workforce--what kinds of remedial social programs will we have to fund in 20 years if this continues?

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Anne Gill

Jill Baker

November 16, 2006 1:32 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am taking the time to let you know that I strongly support the Federal Trade Commission's moves to do a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

In my opinion, so many alcohol industry related companies systematically and frequently violate the advertising guidelines to limit marketing to our youth. It's tragic to see so many companies valuing their greed above the well-being of our young people and cynically marketing to vulnerable people.

I strongly urge you to strengthen your process in the following ways:

1. Gather information on advertising expenditures by brand and by company -- and not just sales data so we can learn exactly which brands are being disproportionately marketed to youth.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising. It's also disgusting how alcohol companies target minority communities for their ads.

Thank you. I hope that the FTC will play an increasingly responsible role in protecting our youth from cynical and dangerous alcohol marketing.

Sincerely,
Jill Baker

William Dycus

November 16, 2006 2:13 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a clinical counselor at a large public institution, I see almost daily the effects of alcoholism on the mostly teenage student population. A trend I have witnessed is consistent with those of my colleagues around the country: More students are coming to college already struggling with alcoholism, and at age 18 many of them have already been drinking for several years. The costs to their lives, their families, and our society is almost incalculable.

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
William Dycus

Kathleen Bugenhagen

November 16, 2006 4:38 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly urge the FTC to put further restrictions on the alcohol's industry marketing to underage drinkers. As a middle school health teacher I witness every day the effectiveness of alcohol advertising on 11-14 year olds. They can quote particularly beer commercials word for word. They cannot watch a sporting event without seeing the name of an alcoholic beverage on the scoreboard, around the rink or field, or on a car. How can the industry claim that it is not marketing to youth? Studies have shown that:

- 12 to 20 year olds see 45% more beer ads and 27 percent more liquor ads than adults - the alcohol industry's "self-regulation" only eliminates advertising on about one percent of all shows.
- that alcohol ads run during 13 of the 15 most popular shows among teens.
- ads for nine out of ten beer brands reach more young people than adults.

None of this is a mistake by the alcohol industry. They are well aware that the younger a person is when he/she starts drinking, the greater odds that he/she will become an alcoholic drinker. Unfortunately, alcoholic drinkers supply most of the alcohol industry's profits. Because alcoholics are at an increased risk of death at all ages, they need to be replaced by more alcoholic drinkers. The bottom line is that when what you sell kills your best customers, you need to work extra hard to create more good customers.

Please act to put restrictions on this deceitful practice before more teens die.

Kathleen M. Bugenhagen Health Teacher

Sincerely,
Kathleen Bugenhagen

Alison Webb

November 16, 2006 5:18 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am writing in support of the FTC's plan to investigate the alcohol industry's advertising practices and compliance with voluntary advertising codes.

Recent research shows that when young people are exposed to alcohol marketing, there is a greater chance that they'll drink (than if they aren't exposed to the marketing message). So why wouldn't some of the alcohol companies violate their own (voluntary) advertising guidelines to limit marketing to underage youth? Because they profit from the sales, and potentially from the future drinking these young people may do.

PLEASE: do some of your own research to determine who is marketing alcohol to our children! And then DO SOMETHING to stop that marketing....maybe it's time for something stronger than voluntary "regulation."

Thank you for your attention to this. I have a 15-year old son, and it's a daily job to talk with him in ways that combat negative influences like alcohol marketing to youth in our culture.

Sincerely,

Alison Jones Webb

Sincerely,
Alison Webb

Lauren Sterling

November 17, 2006 7:34 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

In Maine, the early onset of youth alcohol use is age 12. We know that if we can keep kids from using alcohol until after they turn 21, they will be 75 percent less likely to become addicted in their life.

We have federal grant funds that support local coalitions like ours in combating and changing the culture, norms and policies that promote alcohol use among teens, but can NOT make significant change when the advertising industry is targeting our kids at every step of the way. Media impacts our kids in more ways than we can count, demonstrated by the huge reduction in tobacco use after TV ads were outlawed, but and the advertising industry continues to prey on our kids.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Lauren Sterling

John Farley

November 16, 2006 8:17 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

I personally experience this at the recent Fort Bend County Fair in Texas. The day that schools let out for the fair (Youth Day) beer advertisements were every where. The manager allowed this because the local beer distributor made a sizable contribution the fair.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
John Farley

Patricia Dandrea

November 16, 2006 9:45 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am writing to express my thoughts to you about efforts on the part of alcohol distribution companies to market products to adolescents and Americans in their late teens and early twenties. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I ask you to carefully consider the following points. I am a high school health educator and pediatric nurse. Every day I am amazed and unfortunately dismayed with the student comments made in my classroom about the benefits of alcohol use. It is a very difficult challenge to encourage teens to seriously consider the consequences of alcohol use as a young person.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Thank you for your serious consideration to this matter.

Sincerely,
Patricia Dandrea

J. Barry Mascari, Ed.D.

November 21, 2006 11:02 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

The continuing weakening of consumer protections distresses me. Alcohol, our longest standing and most serious addiction after tobacco requires a great deal of public education and research to insure that informed consumers can make appropriate choices.

I support the FTC's intention to undertake a new investigation and report of the alcohol industry's advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand AND by company -- and not just sales data. This is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. The FTC MUST reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group since 21 is the nationwide age for legal alcohol consumption.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for your time and consideration. The FTC must continue to play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
J. Barry Mascari, Ed.D.

Del Glick-Kay

November 21, 2006 9:39 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

Many alcohol industry companies continue to violate voluntary advertising guidelines to limit marketing to underage youth. I realize that starting people to drink at a young age gives them life long customers and is a big money making process for the companies.

I urge the FTC to:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21.

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Sincerely,
Del Glick-Kay

Eva and Chris Krias

November 17, 2006 8:06 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am a citizen and taxpayer. Please investigate and report on reviewing the alcohol industry advertising practices. The industry is currently routinely violating voluntary advertising guidelines to limit marketing to underage youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process by collecting information on advertising expenditures by brand and by company to discover exactly which brands are being disproportionately marketed to underage audiences.

Also the FTC can require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.

The FTC must report separately on Spanish language advertising expenditures.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Eva and Chris Krias

Becky Carlson

November 17, 2006 4:51 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer and concerned parent, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Alcohol is the number one drug among our youth. 20% of the alcohol consumed in our country is done so by underage youth. This is a serious problem that deserves serious attention!

Please, consider the above suggestions! I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Becky Carlson

Deborah Crane

November 17, 2006 8:28 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer and ATOD professional, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I worked many years in a high school, dealing with the effects of our culture's love affair with alcohol and other drugs has on adolescents who are simply trying to learn to be adults.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Deborah Crane

Kathleen Davidson

November 20, 2006 9:53 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a Indiana State Certified Addictions s/a counselor, I urge the parties concerned to take heed!
We are living in a new age of 'MEDIA POWER', as well as more youth dying as a result of alcohol.
Alcohol is seen as acceptable, and it should not be seen that way!

Alcohol is a LEGAL DRUG, and should be seen that way.

The adds that say drink responsible are poor in my opinion.

The government should not allow such holiday commercials and sporting events to continue to glamorize alcohol.

It's a killer more than any joy could measure it's profits are only to the company's that endorse and make it.

I prayerfully request a review of ALL areas of advertising on the LEGAL DRUG, and let statistic speak!!!

Respectfully Submitted, and grateful to be a voice.

Sincerely,
Kathleen Davidson

Eric Linster MS, LCPC

November 20, 2006 12:17 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, addictions treatment professional, and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Eric Linster MS, LCPC

Mary Solorio

November 20, 2006 11:50 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I want to urge you, as a fellow citizen and taxpayer, to take action on behalf of our youth in this country to investigate and publish your findings on the practices of the alcohol industry in marketing and advertising their products.

Even though the industry companies set their advertising guidelines to avoid any such marketing, I have seen numerous advertisements that seem to be targeting youth and promoting alcohol use as fun and trendy method of entertainment. I have read articles that clearly connect the advertising campaigns to the underage consumption problem.

Please consider the following ways you might be able to institute some changes that would have a positive impact on this trend:

1. Collect information on how much money the companies are spending on advertising (by brand and company) so it can be used to figure out which ones are being disproportionately marketed to the youth.
2. I also urge you to change your own reporting category from "21 and under" to reflect '12 to 20' because this is the greatest risk group for underage drinking, and then over 21 as all others.
3. I live in the Central Valley in California and I see a real need to separately target the Spanish language advertising campaigns since it is so different.

Thank you for considering my views. I hope that the FTC will continue to play an increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Mary Solorio

Angelina Cahalan

November 20, 2006 11:16 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. **This is an important issue to me as I have know three high school age boys who have died in alcohol related incidents.** I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Angelina Cahalan

Lois Williams

November 19, 2006 9:57 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I am not absolutely sure that any of us know the true cost of underage drinking. While we know that underage drinking can be linked to juvenile crime, operating vehicles under the influence of alcohol, dating violence, date rape, failing grades, low school attendance, teen pregnancy, sexually transmitted diseases amongst youth and other societal ills, I am not absolutely sure that any of us know the real costs of some companies within the alcohol industry routinely refusing to limit marketing to underage youth. I think it is imperative that the FTC take action, now!

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I want to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing. I want to see the FTC be held accountable for doing its job in protecting our youth. I also want the FTC to send a strong message to those within the alcohol industry who chooses to show such a vast disregard for our children that their actions will no longer be tolerated.

Sincerely,
Lois Williams

Theresa Phillips

November 19, 2006 12:28 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a teacher, I see the effects of alcohol advertising on youth. It is so invasive, they often don't even see it as advertising. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

It appalls me to see alcohol companies violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely, Theresa Phillips "

Sincerely,
Theresa Phillips

CRAIG MUHAMMAD

November 16, 2006 12:35 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

Hello Chairperson Majoras,

Speaking as a father uncle, professional substance abuse counselor, citizen and taxpayer, far too often I see and hear how alcohol executives target our children with advertising that is totally inappropriate. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is a very common sight in the neighborhoods I grew up in and in the neighborhoods many of my client's live in. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by our youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking, but common sense can be, and should be the criteria used in determining this fact.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Coming from a concerned Father, Uncle, Grandfather, Professional Substance Abuse counselor, and Community Support Person, I urge you to hold the alcohol industry accountable for irresponsible marketing to our and your youth.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
CRAIG MUHAMMAD

Margo Simon

November 18, 2006 11:35 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Additionally, as a junior in high school, I see first hand the problems that alcohol causes among my age group. The majority of my friends drink, although I stopped about half a year ago. I am the person that has to drive them home so that they won't drive drunk themselves, so any legislation that would discourage alcohol use among teens would be much appreciated.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Margo Simon

Judy Lohr

November 18, 2006 10:34 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Judy Lohr

Carol L. Davis

November 18, 2006 9:28 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I would like to see the FTC make a stronger effort to see that advertising of Alcohol to youth on television, in magazines, sporting events, etc., be limited, and that attitudes toward under age drinking be changed.

Please hold the alcohol industry accountable and help to strengthen the idea that it is unacceptable to promote alcohol to our nation's youth.

Thanks for considering my views.

Sincerely,
Carol L. Davis

Warren Spellman

November 17, 2006 7:46 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I DO NOT strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I think the time and effort for the FTC to review alcohol companies advertising guidelines with the goal to limit marketing to underage youth, is a waste of your time and tax dollars. I have been in the effort to stop abuse of alcohol for years. It is not the advertising that causes the problem. It is the drug's social appeal that causes the problem. While some research shows a correlation between youth exposure to marketing and underage drinking, the major impact is high school parties and peer pressure. Let's be honest about this, and enlist the alcohol companies help in programs that work. This effort on limiting advertising or regulating it is bogus. Really.

Thank you for considering my views. I hope to see the FTC play a rational role, and not get roped into trying to regulate a vice out of existence. That is a waste of your time. Use your skills more constructively. These kids will get their booze regardless of advertising, and we need more funds to persuade kids that booze is bad, along the lines of what the FTC already does. You cannot protect people, even the youth, from being stupid.

Sincerely,
Warren Spellman

Paul Tanner

November 17, 2006 7:24 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I'm in favor of the FTC re-investigating alcohol industry advertising practices and compliance with voluntary advertising codes.

When the alcohol industry violates voluntary advertising guidelines that restrict marketing to underage youth, their actions contribute to the drug epidemic in this country. That's because adolescent consumption of excessive alcohol is a gateway to abuse or dependence on powerful, habit-forming drugs such as licit and illicit opiates (including heroin, Oxycontin, or other prescription narcotics, cocaine (including crack), methamphetamines, tranquilizers etc. In fact, alcohol is a more popular gateway drug than tobacco or marijuana, as various studies have shown!

I look forward to when the FTC will exercise a more responsible and proactive role in protecting America's youth from overt and covert alcohol marketing.

Sincerely,
Paul Tanner

Annie Colonna

November 17, 2006 2:27 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a substance abuse prevention professional I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Although scientific research shows a clear, positive connection between youth exposure to marketing and underage drinking, many alcohol industry companies violate the voluntary guidelines and continue to advertise to youth. They have decided to put the profit resulting from sales to underage drinkers ahead of good citizenship.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I disagree with the FTC's reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Annie Colonna

Ruth Jacobson-Hardy MA, LADC1

November 17, 2006 11:24 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a parent of two teenagers, a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Ruth Jacobson-Hardy MA, LADC1

Joelene Beckett

November 17, 2006 10:45 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer and grandmother, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Joelene Beckett

November 17, 2006 10:34 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a parent and community leader concerned about the safety of our children, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

On one hand, the alcohol industry is presenting itself to our children and our schools as a source of healthy drinking messages, while also promoting fruit flavored alcohol that clearly encourages underage drinking.

This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth and a need to increase their long-term market. Research is clear that underage drinking is a factor in long-term substance abuse.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand, product and by company -- and not just sales data. This information is essential for discovering exactly which products are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Donnis Reese

David Bender

November 17, 2006, 10:12 AM

Carol Thornton

November 17, 2006 9:37 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As the Child Death Coordinator for our counties I have seen the aftermath of underage drinking. As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Carol Thornton

Rachel Truckenmiller

November 17, 2006 9:12 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Eliminate all alcohol advertising in magazines/videos/various literature sent to schools.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Rachel Truckenmiller

Lora Cain

November 17, 2006 9:00 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

You have focused on smoking long enough! Stop this capitalistic focus from the alcohol industry upon our children - we have too many DUI's, date rapes addiction and deaths now!
As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Lora Cain

November 17, 2006 8:30 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. For too long we have let the alcohol money talk! I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Henrietta Griffith

Cynthia Desrosiers

November 17, 2006 8:04 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

Dear Chairman Majoras, In my position of Project Director of a coalition devoted entirely to the reduction of youth substance use, I see first hand, EVERY day, the devastating toll of the early onset of alcohol use in youth.

In Maine, a group of youth have surveyed 500 of their peers to ask if advertising adds to or encourages this early initiation of alcohol use. They found, OVERWHELMINGLY, that the ads do indeed impact youth use. There was no denying it.

I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope you agree that this initiative could save lives and many millions of dollars in this country.

Sincerely,
Cynthia Desrosiers

Gisela Negrón-Velázquez

November 16, 2006 6:50 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Gisela Negrón-Velázquez

Dan Gray

November 16, 2006 5:39 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, addictions professional and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. If voluntary is not working, consider mandates.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking. There is irrefutable scientific evidence that addiction to alcohol is genetic in origin. As I recall, the NIH just released information stating that up to 80% of all alcohol consumed in the U.S. goes to heavy and underage drinkers. This involves hundreds of billions of dollars per year in GDP. What happens when (not if) the geneticists come up with a cure? They and the neuroscientists have been working on that for over three decades. Technologies in the field have increased the speed to finding a cure. Medicalized addictions treatment is a reality now and a genetic cure is not so far away.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences. The 80% factor must be addressed also.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk, that 80% group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth and many others at risk from irresponsible and dangerous alcohol marketing.

Sincerely,
Dan Gray

Insu Hyams

November 16, 2006 5:18 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I urge the FTC to investigate and report alcohol industry advertising practices that target youth. A teenage brain undergoes profound neurological changes and is especially vulnerable to damage by alcohol. It can impair their intellect and judgmental abilities life long. I have seen this first hand as a nurse.

Many alcohol companies routinely ignore advertising guidelines -- they will continue to advertise to youth to maximize profits and to create another generation of users.

Specifically, I urge the FTC to:

1. Collect information on alcohol advertising expenditures by brand and BY COMPANY that target youth. I want to communicate directly to those companies.
2. The government has a responsibility to protect kids and help parents parent - by curbing advertising that targets their vulnerable children. I strongly urge the FTC to require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking.
3. Report separately on Spanish language advertising expenditures, would be very useful as a huge proportion of California's youth are Hispanic.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Insu Hyams

Paula cannon

November 16, 2006 4:06 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer and most importantly a Mother of three daughters and four Granddaughters, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

While every time I pick up the paper or watch the news it seems a teenager has died as the result of alcohol; be it in a car accident or some other accident related to unsupervised drinking; many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. While it's not surprising, because these companies profit from the resulting sales of alcohol consumed by youth, scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Paula cannon

Susan Delattre

November 16, 2006 3:52 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. The specific recommendations below are very important!

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences. Otherwise, the data won't help monitor the companies who target youth.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Susan Delattre

Katie Albin

November 16, 2006 3:43 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer, and substance abuse prevention specialist, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices.

Many alcohol industry companies routinely market to underage youth in subtle ways. In 5 years in substance abuse prevention, if I ask any young person from 1st to High school about alcohol products and their slogans, 99% of the time they can identify them. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely, Katie Albin

Sincerely,
Katie Albin

Anne Hatcher

November 16, 2006 3:22 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I want to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

This morning I met with middle school and high school students to talk about alcohol and drug use. They want to know why the alcohol industry is allowed to market in the way that it does. Given the damage done to individuals and our society, there needs to be more control on alcohol and on the advertising that encourages its use.

Sincerely,
Anne Hatcher

Sandra McRoberts

November 16, 2006 2:59 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer and as the child of an alcoholic, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Sandra McRoberts

John Moyer

November 16, 2006 2:33 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support the FTC's intention to review alcohol industry advertising practices and compliance with voluntary advertising codes. Our children deserve to be protected.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

Do it for our children.

Sincerely,
John Moyer

Janice Reese

November 16, 2006 2:26 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a parent, person in recovery from alcoholism, and a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I am concerned that it seems many choose to ignore the scientific research that shows a clear positive connection between youth exposure to marketing and underage drinking. As a nation that has been involved in a "war against drugs," too many fail to recognize alcohol as the number one drug of abuse.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Janice Reese

Sarajane Siegfriedt

November 16, 2006 1:58 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

Beer is by far the most abused alcoholic substance by underage drinkers. Studies show that it is very cost-sensitive, and that price increases will lower underage drinking, lower teenage pregnancies and save lives. The beer lobby is very powerful and must be curbed, in order to raise the beer tax and change this equation.

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Sarajane Siegfriedt

Lawrence Higgins

November 16, 2006 1:50 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a police administrator and taxpayer, I find it appalling that alcohol and tobacco companies continue to target young people with their advertisements. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Alcohol, a depressant drug, should not be advertised or promoted through the media or marketing. Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

In law enforcement we see the tragic consequences of both under age drinking and adult alcohol abuse on a daily basis. I respectfully urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. Together we can make a difference in the quality of life for our children and all citizens. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Lawrence Higgins

William Van Ost, M.D.

November 16, 2006 1:15 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer, and Cofounder of a non-profit addiction treatment center, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
William Van Ost, M.D.
The Van Ost Institute

KATHIANN SHOREY

November 16, 2006 12:53 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

Just as the tobacco companies poured millions of dollars into advertising, the alcohol tycoons are using this tactic to target underage drinkers and other vulnerable populations. As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Take a good look at other marketing strategies of the alcohol industry. Why would Miller Light offer a poster banner to a community store in a small town that says "Hunters Welcome" - next to a giant Miller Light logo. Oh I guess hunters drink only at dusk!

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth and vulnerable adults from irresponsible and dangerous alcohol marketing.

Sincerely,
KATHIANN SHOREY

William Tucker

November 16, 2006 12:49 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I run an in-jail drug treatment program and see first hand the negative impact of early alcohol use by teens. I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
William Tucker

Bob Johnson

November 16, 2006 12:49 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for your time.

Sincerely,
Bob Johnson

Kathy Belbin

November 16, 2006 12:48 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I believe strongly that it is time for the FTC to undertake a new investigation review alcohol industry advertising practices and compliance with voluntary advertising codes.

It is obvious who the marketing is geared towards and it is not mature adults and scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect detailed information on advertising monies spent by brand and by company -- and not just sales data. This information is vital for gaining an understanding of exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for taking time to read my views. I hope to see the FTC take a more active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Kathy Belbin

Alison Hwong

November 16, 2006 12:48 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support the FTC's intention to conduct an investigation reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

As a recent college graduate, I have been bombarded with flashy, sexy images of beautiful young people enjoying life through alcohol consumption. Binge drinking was a regular weekend activity on my college campus. Students, teenagers and parents need to understand the grave consequences that come with these behaviors: motor vehicle crashes and fatalities, brain damage and impaired cognition and chronic liver disease. But these messages are not delivered in ads as warnings.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Alison Hwong

Andrea Trottier

November 16, 2006 12:30 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a mother, taxpayer, citizen, and prevention specialist, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

I find it appalling to see alcohol logos on t-shirts marketed to young teens, ads that use cartoonish characters, romanticizing and glorifying the consumption of alcohol. The insinuation that spectators must consume alcohol in order to enjoy a game.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Andrea Trottier

Libby Cole

November 16, 2006 12:19 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

The alcohol industry targets young people. They are continually advertising and sponsoring festivals, concerts, and other activities that the audience is mainly under 21. Their weak attempt at commercials saying to drink responsibly are offensive.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Libby Cole

Chandra Almony

November 16, 2006 12:19 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising. In the south side of Tucson, and in the City of South Tucson, this is a major concern for both communities. The Liquor outlets are in high density areas.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Chandra Almony

John Daviau

November 16, 2006 12:16 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

The Alcohol Industry has demonstrated time and again that they can't be trusted to not advertise to our youth. After all, if they can't get a certain percentage of our youth "hooked" on alcohol, their profits will go down and their shareholders will be can them. But this is an unacceptable use of our market economy, one which the FTC can do something about.

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
John Daviau

Kelley Binette

November 16, 2006 12:14 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I work in a middle school as a Student Assistance Professional and am in contact with youth throughout the day. I am very passionate about the messages being sent to the young people of our country - particularly messages about alcohol. It is all we can do to steer them in the right direction. We need for the alcohol industry to be held accountable for their part in advertising to youth.

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Kelley Binette

Virgil Cottongim

November 16, 2006 11:58 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I DO NOT support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Most alcohol industry companies routinely advertise to young adults. This is not surprising, these companies are in the business of selling a LEGAL product, not unlike milk, ice cream cigarettes, automobiles, etc.

I urge the FTC to get off the backs of free enterprise companies, overburdened companies have to raise prices to fight nonsense, 'do-good' lawsuits and regulations which increases the cost to consumers.

Thank you for considering my views. I hope to see the FTC, if anything, play a role in bringing responsibility to the PARENTS of the underage drinker, because that's where it starts...

It is hard to imagine a legitimate producer of alcoholic beverages would deliberately advertise to kids under the drinking age, that would be STUPID and what would be the logic?

The real problem here is do-gooders like Join Together Online and MADD parents that have more time on their hands than brains in the head!!!

The FTC should NOT fall victim to the outrages of these people, leave the big companies alone, lobby for the courts to put a few parents in jail for allowing their kids to drink and watch the decrease of underage drinking!

Sincerely,
Virgil Cottongim

Lee Weiner

November 16, 2006 11:45 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a thorough investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Lee Weiner

Gerard Johansen

November 16, 2006 11:39 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes. As a prevention specialist on a college campus, marketing to youth weakens efforts to ensure the safety of students and undermines the underage drinking laws.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Gerard Johansen

Virginia Hardin

November 16, 2006 11:37 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer, and member of our local anti-drug coalition RAYSAC, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Our community is very concerned about the high incidence of underage drinking among our teenagers and we have some local coalition initiatives to tackle some of ways young people have access to alcohol. We recognize that the primary responsibility falls to parents to provide clear messages to teens that underage drinking is not acceptable, but we need to offer our parents help and support. Since many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth, they always have the unfair advantage over our families, and that is simply not right! Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking, regardless of what parents and communities do to combat the problem.

Please direct the FTC to strengthen its process by collecting info on advertising expenditure by brand and company; require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21; reconsider the FDA decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group; and report separately on Spanish language advertising expenditures.

Thank you for considering these suggestions. I am sure the FDA wants to support those of us involved with local coalitions struggling to address underage drinking and all of the school, family and community problems associated with this complex issue!

Virginia Hardin

Sincerely,
Virginia Hardin

Barbara Christensen

November 16, 2006 11:32 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising. In addition, efforts should be made to track and report on advertising directed at African American and other minority populations.

Thank you for considering my views. Underage drinking is a public health crisis that I believe needs to be addressed and I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Barbara Christensen

Jo Ann Wickman

November 16, 2006 11:30 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I would like to thank the FTC for beginning an analysis of alcohol industry advertising practices and compliance with "teethless" advertising codes.

Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking. In addition, there is considerable evidence available that indicates teens are exposed to alcohol advertising to an extreme degree. For specifics, see sources such as: 1) Center on Marketing and Youth, December 2002, Television: Alcohol's Vast Ad Land. 2) Teenage Research Unlimited, The TRU Study, Spring 2002. 3) Levy, Stewart & Wilbur. Costs of Underage Drinking. Pacific Institute, 1999; and 4) Teenage Drinking: Key Findings, A summary of surveys conducted for the American Medical Association by Teen Research Unlimited and Harris Interactive, Spring 2005. Available at: <http://www.ama-assn.org/ama1/pub/upload/mm/388/keyfindings.pdf> (accessed February 9, 2006).

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising spending by type of drink, brand and company, not just sales data. In that way, it will be possible to discover specifically who and what are disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Jo Ann Wickman

Tamra Hutmacher

November 16, 2006 11:20 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Tamra Hutmacher

Lester L. Warriner, USAF (ret)

November 16, 2006 11:18 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing. We are Great Grandparents raising two Fetal Alcohol affected Great Grandchildren. We would be glad to share experiences with you.

Sincerely,
Lester L. Warriner, USAF (ret)

Sharon Foley

November 16, 2006 11:17 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen, taxpayer and parent, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Sharon Foley

Susie Dugan

November 16, 2006 11:12 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly urge you to hold the alcohol industry accountable as it markets to youth.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Susie Dugan

Sincerely,
Susie Dugan

Karen Henson

November 16, 2006 11:11 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am a concerned parent and educator in our school system and strongly support the FTC in their efforts to expose the alcohol industry in their advertising to kids.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Karen Henson

Rev. Karen Peters

November 16, 2006 11:10 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I am writing to you offering my support for your commitment to doing all that you can to see that the alcohol beverage industry stays in compliance with advertising codes and industry advertising practices that reflect concern for alcohol consumption by underage youth. You are to be commended for your intention to undertake a new investigation. I believe that it will send a clear message that the well being and concern for the youth population of our country should be shared by all: government, industry, and citizens.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Rev. Karen Peters

Beth Rinfret

November 16, 2006 11:08 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, parent and Substance Abuse Prevention Director of an out patient drug and alcohol clinic, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Beth Rinfret

Tina Tenhouse

November 16, 2006 11:05 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Tina Tenhouse

Millicent Ledbetter

November 16, 2006 11:04 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Get tough on Alcohol Marketing

Dear Chairman Majoras:

As a citizen and taxpayer, I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Many alcohol industry companies routinely violate voluntary advertising guidelines to limit marketing to underage youth. This is not surprising, because these companies profit from the resulting sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.

2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.

3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Millicent Ledbetter

Nancy Kuchar

November 16, 2006 11:00 AM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

I strongly support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices and compliance with voluntary advertising codes.

Alcohol companies profit from the sales of alcohol consumed by youth. Scientific research shows a clear positive connection between youth exposure to marketing and underage drinking.

I urge the FTC to strengthen its process in the following ways:

1. Collect information on advertising expenditures by brand and by company -- and not just sales data. This information is essential for discovering exactly which brands are being disproportionately marketed to underage audiences.
2. Require audience reporting for the age ranges of 12-20 (the greatest risk group for underage drinking) and over 21. I strongly urge the FTC to reconsider its decision on a reporting category of "21 and under" because this will significantly weaken efforts to identify advertising targeted to the highest risk group.
3. Report separately on Spanish language advertising expenditures, because alcohol marketing to Latino communities is very distinct and easy to distinguish from general market advertising.

Thank you for considering my views. I hope to see the FTC play a continued and increasingly active role in protecting our youth from irresponsible and dangerous alcohol marketing.

Sincerely,
Nancy Kuchar

JR Dickerson

November 20, 2006 5:02 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen and taxpayer, I do not support the FTC's intention to undertake a new investigation and report reviewing alcohol industry advertising practices.

But DO support the industry compliance with the very same advertising codes that the cigarette industry must abide by.

Just use what you already have with the cigarette industry. Yes cigarettes may be dangerous to your health as well as the 2nd hand smoke of the person two tables over.

I am far more concerned with the life and health of my daughter when she meets an individual driving their car down the highway with one beer in his hand, and several more in his blood-system, than I am if she is met by a cigarette - smoking driver smoking.

I am far more irritated and concerned that while waiting for, or sitting near, a table in a restaurant, my family is exposed to a person whose had too many alcoholic beverages. This person now thinks he is extremely smart and attractive. However the alcohol has not only lead him to lose control of his mouth and public manners but, potentially, the very serious ability is lost that draws the line to distinguish right and wrong behavior toward a minor young lady.

Although the sober person with the cigarette may be of the character to be nominated for citizen of the year, or they may be on the FBI's Most Wanted list, I can honestly say that I've ever seen anyone who has been sitting, and smoking only cigarettes, leaving in a drunken-like haze of stupidity so deep that they think they can indestructibly drive home. But, most often the drunks in the haze end up right. It is the 16 year old child, the mother of two, the father coming home from second shift or grandparents coming into town for a visit who lose their life upon impact. Most often the drunks walk away leaving families in ruins.

For my children: I will take an add for cigarettes over alcohol every time. At least they have longer to quit. One bad mistake with alcohol, be it driving, alcohol poisoning, unprotected sex or even falling victim to having sex without their knowledge, either of which can result in another life hindrance.....unwanted pregnancy.

In a perfect world we would never be sick, we would never have cancer, if there were alcohol we would know when to stop. But this world is far from perfect. I have seen what alcohol can do to a person who, while only smoking cigarettes was sane and kind. Introduce alcohol into the picture and let the insanity

begin. Later in life alcohol caused brought much pain into the lives of the individual's family as well as others, both physically and emotionally.

So, quit wasting time and tax payer money, just make them use the same guidelines as the cigarette companies. The strict guidelines set forth for cigarettes should put a stop to much of the problem surrounding the alcohol questions. (and by the way I do have an occasional before dinner drink and I smoke as well, however I smoke only about a pack per week and these are smoked outside due to my respect for my family.

Sincerely,
JR Dickerson

Lora Davidson

November 17, 2006 1:14 PM

Chairman Deborah Platt Majoras
Federal Trade Commission - Office of the Secretary
Room H-135 (Annex J), 600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Alcohol Reports: Paperwork Comment, Project No. P064505

Dear Chairman Majoras:

As a citizen - I would like to retire some day!! and we ALL need young people working, productively contributing to the civilization!! If many are addicted, or misusing alcohol, this will not happen, and in fact will contribute to our decline....costing us all a great deal of money.

We ask Minerals companies to RECLAIM the DAMAGAE done to our lands....We must ask the Alcohol industry to RECLAIM and PREVENT damage that is done to citizens who use alcohol - underage!! We are all paying the cost - for the privilege to use alcohol, we must all work together to prevent collateral damage for this privilege!

Public funds contribute to public airways. Corporations operate in America as a PRIVELEGE-- Corporations sell alcohol as a PRIVELEGE in America, and should be part of the solution to the problems that alcohol use DOES to many people who use it -- among these are young people!!

We are all paying the cost of this product, so must DO OUR BEST to develop guidelines to REDUCE the NEGATIVE EFFECTS of these products if we want the PRIVELEGE of continuing to use them.

Thank You!!
Lora

Sincerely,
Lora Davidson