

How the NCAA Recruits Kids for the Beer Market

Center for Science in the Public Interest

Take a Kid to a Beer:

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"Developing brand loyalty among children has become axiomatic among marketers in recent years, a strategy central to the principle of 'cradle to grave marketing."

> —Kathryn C. Montgomery, "Children's Media Culture in the New Millennium"



"There's only one way to increase customers. Either you switch them or you grow them from birth."

—James McNeal, marketing guru, author of Kids as Consumers: A Handbook of Marketing to Children²



"Sports provide experiences that allow our brands to forge an emotional bond with beer consumers."

> —Tony Ponturo, Vice President for Corporate Media and Sports Marketing, Anheuser-Busch³



[NCAA Mascot] "J.J. Jumper captures the interest and imaginations of young fans."

—NCAAKids.org, a promotional web site run by the NCAA⁴



KID: Beer

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Executive Summary

Mass marketers chase the youth market because young people today have more money than ever before to spend, independent of adult influence. The youth market represents billions of dollars in spending; connecting with a young consumer can also bring brand awareness and allegiance, as well as profits, that could last a lifetime.

Much like other "brands," the NCAA has developed an aggressive marketing program to attract young consumers. With a TV ad budget of \$38 million, the NCAA is one of the biggest advertisers on televised sports. The Association also runs a multi-faceted array of "hands-on" programs to involve and interest high school and college youth in college sports. Those programs represent a mixture of service, public relations, and brand building for NCAA-member schools and NCAA sports.

The NCAA wants its sports brand to connote learning, balance, spirit, community, fair play, and character — attributes that appeal to many marketers that want to associate with the integrity and quality of college sports. Brewers, who advertise heavily during the NCAA men's basketball tournament, enjoy the association with the presumed integrity and quality of college sports.

Brewers have a strong economic interest in reaching large television audiences of sports fans, many of them young beer drinkers or potential drinkers, including millions under the minimum legal drinking age. Young men (18-29) drink most of the beer consumed in the U.S., and heavy beer drinking accounts for most beer consumption. Those who start drinking early in life are much more likely to go on to become heavy and addicted drinkers — and the beer industry's best customers. Whether by design or not, the NCAA's purposeful, youth-focused branding activities help deliver that young audience to beer marketers, among other advertisers.

Recent research demonstrates that televised alcohol advertising has numerous effects on adolescent viewers. Expert and lay analysts agree that many beer ads shown during NCAA telecasts appeal to underage persons as well as adults. Beer advertisements on NCAA games reach millions of underage viewers, including many college students who follow their teams religiously during the tournament.

Many colleges are awash in alcohol-related problems, which are among the most pressing student issues that college presidents face. Schools invest millions of dollars and enormous time and energy on





efforts to reduce and prevent those problems. Hawking beer in college sports undermines those efforts, and contradicts the missions of higher education and the NCAA.

A growing awareness of this disconnect — among college presidents, athletic directors, coaches, public health professionals, and policy makers — has put the issue of alcohol advertising squarely in the lap of the NCAA, whose executive committee will consider the issue in August 2005. It's time for the NCAA to rethink its relationship to brewers and eliminate all alcohol advertising from its tournament telecasts.

Introduction

Since 1906, the National Collegiate Athletic Association (NCAA) has played a leading role in defining, managing, regulating, and marketing college sports. Its 1,024 active member schools promote athletics as an important component of higher education, and the Association, much like any other mass-marketed brand, promotes itself as a vehicle for advertising and corporate sponsorships that support its activities. According to the NCAA's web site, the organization's branding initiative promotes attributes such as "Learning. Balance. Spirit. Community. Fair play. Character."

This report details how the NCAA uses those ideals to recruit young, new fans and, by doing so, helps corral new drinkers for the beer industry. That result hardly conforms to the missions of higher education or college sports. Even the NCAA's own advertising policies purportedly exclude those ads that "do not appear to be in the best interests of higher education." Although the NCAA's youth-branding programs themselves are hardly controversial, the organization's acceptance of beer advertising during televised collegiate sporting events has been.

The controversy surrounding beer ads on NCAA telecasts has evolved over time. In 1989, Dick Schultz, then executive director of the NCAA, proposed a ban on all alcohol advertising during NCAA broadcasts. The organization rejected his proposal, and instead adopted the current policy that prohibits advertising for alcoholic beverages, except for beverages with an alcohol content by volume of up to 6 percent. That "restriction" essentially creates a monopoly for beer advertising on NCAA sports telecasts, while subjecting beer ads to a limit of one minute per hour of game broadcast.

The NCAA's 1989 policy change acknowledged a problem with alcohol advertising; however, the problem's resolution ignored the prime role of beer drinking as a source of campus mayhem, in favor of retaining substantial advertising revenue from beer companies. Ultimately, the time limitation provided a meaningless restriction: NCAA men's championship telecasts contain a far higher proportion of beer ads (16 times more) than appear in general television programming.

While serving as Secretary of Health and Human Services, Donna Shalala, a former and now a current university president herself, challenged the NCAA to clean up its act. In 1998, Shalala exhorted the group: "The time has come to sever the tie between college sports and drinking — completely, absolutely, and forever." That recommen-





dation helped put the issue back on the NCAA's and the public's radar screens, but generated no significant reform.

In the fall of 2003, the Center for Science in the Public Interest launched the Campaign for Alcohol-Free Sports TV to break the tie between sports and alcohol advertising. The Campaign's College Commitment enlists university presidents and athletic directors to work toward ending alcohol ads at the school, conference, and NCAA levels. By May 2005, 228 schools, including 60 in NCAA Division I, had signed the pledge.⁹

In 2004 — and again in 2005 — U.S. Representative Tom Osborne (R-NE) introduced a bipartisan House resolution urging the NCAA voluntarily to ban beer ads during its broadcasts. The resolution, which has been strenuously opposed by the beer industry, has not yet been brought to a vote.

The NCAA and the Youth Market

The Coveted Youth Market

Young people represent an important target for advertisers in America. They count because they have increasing amounts of disposable income and because they are susceptible to branding appeals for products that they may consider buying now or at a later age.

According to Juliet B. Schor in her book, *Born to Buy: The Commercialized Child and the New Consumer Culture*, "[youth marketing guru James] McNeal reports that children aged four to twelve made...\$30 billion [in purchases] in 2002...an increase of 400 percent [from 1989]."¹⁰ And that's just the kids under 12. Teenagers spent \$169 billion in 2004, ¹¹ making them a highly coveted advertising demographic. Each year, they're joined in the marketplace by millions more. Companies know that winning those first dollars spent can translate into a lifelong stream of income, because "grown-up customers who form their brand allegiances in childhood are more loyal than converts who adopt the brand later in life."¹²

In order to compete for youth attention now and retain a relationship throughout adulthood, companies must build their brands aggressively. Branding efforts pay big dividends because children as young as one year old are "brand impressionable," and first graders can recognize as many as many as 200 logos. Not only do children recognize the logos, but they are drawn to them. A 1996 survey found that children ages nine to 11 years old were more familiar with

Budweiser's television frogs than with Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers, or Smokey Bear.¹⁵ According to a 1998 advertising agency study, kids aged six to 17 years of age preferred Budweiser's cartoon ads over ads for Pepsi, Barbie, Snickers, or Nike.¹⁶ Kids notice those brands and that notice often leads to sales, even if those sales occur sometime in the future.

Children are also routinely exposed to brands other than those of toys, sugar cereals, and other products largely driven by youth dollars. Marketing expert McNeal notes that "security companies are targeting kids, airline companies are targeting kids, gasoline companies are targeting kids; those things we traditionally think of as adult products are targeting kids."¹⁷

Schor supports this observation: "One of the hottest trends in youth marketing is age compression — the practice of taking products and marketing messages originally designed for older kids and targeting them to younger ones. Age compression includes offering teen products and genres, pitching gratuitous violence to the twelve-and-under crowd, cultivating brand preferences for items that were previously unbranded among younger kids, and developing creative alcohol and tobacco advertising that is not officially targeted to them but is widely seen and greatly loved by children." ¹⁸

The NCAA Joins the Brand Wagon

The NCAA is a major brand that advertises heavily on sports television. In 2004, the Association ranked as the 52nd largest advertiser on sports television, with an investment of some \$38.48 million.¹⁹ That ranking put the NCAA just behind Burger King (\$38.90 million) and just ahead of Jeep (\$38.46 million), two other considerable TV advertisers. CBS (which airs the NCAA men's basketball championships until 2011) and the commercial sponsors that advertise on the NCAA men's basketball tournament must like that sort of self-promotion, because the NCAA draws viewers (including young people) to the network and the products hawked during the games.

According to Dennis Cryder, NCAA vice president for branding, broadcasting, and promotions: "After the bundled rights agreement was signed...television networks and corporate America essentially indicated they were going to define the NCAA if the NCAA didn't define itself. They clearly said 'NCAA, you need to start treating yourself as a major brand because that's what we bought and that's how we're going to market you." The network and sponsors had "bought"





the right to be affiliated with the athletic institution and they wanted their money's worth.

The value of a brand in large part translates into the size and quality of the audience delivered to the advertisers. And the NCAA apparently delivers the goods. According to *The Wall Street Journal*, the "NCAA tournament gives advertisers something better [than the Super Bowl offers]: a huge audience that stays engaged for several weeks." One advertiser values the NCAA audience for its "perishable good": young males "who want to watch an event in real time and won't flip past the commercials." Die-hard college basketball fans, particularly young students who follow teams in the tournament, are among the most dedicated audience members.

"CBS, ESPN and corporate America expected the NCAA to invest in itself as a brand in order to maintain and enhance the value of the NCAA assets purchased by these 'investors.'"28

—Dennis Cryder, NCAA vice-president for branding, broadcasting, and promotions The NCAA affiliation provides intangible benefits as well. According to officials at Coca-Cola, a major corporate sponsor of the NCAA, "a partnership with the NCAA can help build good will for our company." "Marketers are also drawn by the youth and exuberance of the players and fans, which give the tournament a fresher feel," notes *The Wall Street Journal*. Anheuser-Busch's Tony Ponturo touts the value of associating with sports: "from an advertiser perspective, the only reason you are sponsoring sports is to align with the

quality, integrity, and image of these sports."²⁵ Among sports on television, the NCAA strongly delivers those attributes most desired by Anheuser-Busch.

And what's the brand image that the NCAA seeks to project? After a thorough self-assessment, the NCAA identified six attributes that "suggested the essence," and thus the brand, of the association: learning, balance, spirit, community, fair play, and character. Those ideals form the core of a solid scholar-athlete experience. They project exactly those values most coveted by Anheuser-Busch's marketing plans: quality, integrity, and the image of sports.

In essence, the NCAA brand is about strengthening and nurturing young people. But, like its sponsors, the NCAA not only needs to nurture, it also needs young people — as fans, and as future devotees. Some will end up playing NCAA sports, but many more will grow into college age and adult fans, who can be "sold" to broadcasters and advertisers for substantial sums that can support the organization. The importance of that revenue is apparent: the bulk of the NCAA's current revenue comes from its broadcast and related rights contract with CBS — more than \$6 billion over 11 years.²⁹

Recruiting a New Team: NCAA Outreach to Youth

Besides advertising heavily on sports television, the NCAA and its member institutions run numerous youth recruitment programs at the school, conference, and national levels to attract young people to the NCAA brand. While some of the programs focus on athletic enrichment — with a nod to academic achievement — most simply provide fun opportunities for kids to get to know the NCAA and its sports.



Though doubling as valuable community and public service programs, NCAA's youth initiatives predominantly involve the nurturing of young NCAA fans so they'll stick to the brand for a lifetime. "Our research indicates the key to developing lifelong basketball fans is through participation and the new NCAA Kids section [of the website] offers children numerous opportunities to do just that," boasted Dennis Cryder, the NCAA's vice president for branding and communications.³⁰

The NCAA runs at least 10 different youth recruitment programs at the national level. The programs include a kid-friendly web site (www.ncaakids.org) with basketball computer games, special appearances by NCAA mascot J.J. Jumper at college basketball games, and "Hoop City," a family-focused fan festival "for all ages" during the Final Four Tournament. The NCAA's aim is clear: to convince children, adolescents, and teenagers that watching college sports is fun and exciting. The programs encourage kids to feel connected to "their team" and the NCAA: "If it happens to my team, it happens to me," asserts a downloadable screen saver on www.ncaakids.org.³¹

J.J. Jumper, first introduced in 2000, puts a happy face on college basketball's youth recruitment. The red-haired frog mascot travels to NCAA member basketball games February through April promoting youth involvement in NCAA basketball, while teaching the rules of the game and the health benefits of playing basketball. The NCAA claims that "J.J. Jumper captures the interest and imaginations of young fans... [and] encourages kids to believe in themselves, get active, and embrace learning on the court and in the classroom."

Getting into the game:

A sampling of NCAA youth recruitment programs:40

- **NCAA Kids Website:** For kids aged 6-13, as well as teachers and coaches.
- **The Chalkboard:** Tips on teaching and coaching basketball, improving curriculum and having fun.
- J.J. Jumper: The NCAA Basketball mascot.
- **Take a Kid to the Game:** A program encouraging adults to take children to collegiate athletic contests.
- Fast Break: Classroom curriculum and games emphasizing good sportsmanship on and off the field.
- **First Team:** An education and mentoring program for male basketball students in grades 9-12.
- **Stay-in-Bounds Program:** An NCAA Hall of Champions program teaching good sportsmanship to Indianapolis-area youth in grades 3-8.
- National Youth Sports Program (NYSP): A summer sports and education program for low-income youth administered by the National Youth Sports Corporation.
- Youth Education Through Sports Clinics (YES): Youth clinics administered by the National Youth Sports Corporation at selected NCAA championship sites.
- **Good Sports:** Art and essay contest on good sportsmans hip.
- **Hoop City:** A fan festival for the Final Four basketball championships that includes clinics, games, and prizes.



Once a year, the NCAA holds "interactive fan-festivals" in conjunction with the Final Four men's and women's basketball championships. According to the Hoop City website, "Fans of all ages have the opportunity to participate in numerous interactive basketball competitions, basketball clinics, buy official NCAA themed merchandise, win prizes and much, much more." Offering discounted admissions fees to college students and kids under 12, Hoop City gives the NCAA's youngest supporters and their parents a place to become better acquainted with all the NCAA brand has to offer — not only athletically but commercially as well. Coca-Cola is the primary sponsor of the festival. "

The NCAA also provides encouragement and limited athletic instruction for young athletes. The NCAAKids.org web site offers kids and coaches instructional films and multimedia presentations on

the rules of basketball, skill sets, good sportsmanship, and similar resources. A few programs offer more indepth mentoring and instruction, namely the "First Team" program for male high school basketball students and summertime National Youth Sports Program clinics for low-income youth.

Anheuser-Busch CEO Patrick Stokes claims:

"People who like sports are beer drinkers, and people who are beer drinkers like sports."47

With this in mind, Anheuser-Busch's Budweiser and Bud Light (in 2003) spent 82 percent and 77.2 percent, respectively, of their total television advertising dollars on sports television.⁴⁸

Youth Education through Sports (YES) clinics, held at selected NCAA championship sites, reach 10,000 10-

to 18-year-old sports fans annually. YES offers a program of sports skills, life skills, and conditioning sessions "conducted by top collegiate coaches and student-athletes." The clinics provide an opportunity for the NCAA to reach young fans across the country using NCAA student-athletes from marquee, as well as non-marquee, sports. For example, the 2003 YES clinic held in conjunction with the Division I women's soccer championship included four 35-minute sessions: skill instruction, game-related issues, conditioning, and life skills. Following the clinic, participants received tickets to the championship game on Sunday afternoon and various goodies from Coca-Cola and Brine. 35

The NCAA 2004-2005 Basketball Promotional Kit offers member schools free banners, decals, promotional giveaway offers, assistance with television and radio PSAs and other advertising, and ready-made programs like Fast Break, Take a Kid to a Game, and J.J. Jumper. That program advises schools on how to recruit fans as young as six years old: "The intent of the Fast Break program is to serve as a tool that will help campus and conference marketing directors increase regular-season attendance. Developing a relationship with local grade and middle schools may raise awareness about your institution's men's and women's basketball programs and result in increased regular-season

attendance. Marketing directors have the opportunity to tailor the Fast Break program to fit their desired marketing objectives."36

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The NCAA's broad recruitment approach provides a model for similar programs at individual schools around the country. Nearly every Division I basketball program boasts a version of a youth recruitment program, ranging from college basketball summer camps and clinics to kids' clubs that offer members discounted admission, a t-shirt, and the opportunity to meet the school's student-athletes.

While those NCAA and college programs laudably inspire young people to connect with the healthy competition of college basketball, they clearly serve as key marketing platforms for the Association. Unquestionably, the NCAA considers its youth programs to be marketing opportunities for itself and its member institutions.

The Basketball Promotional Kit encourages schools to start a "Take A Kid To A Game" (TAKG) program, to introduce "the youth of America to all the thrills and excitement of the in-person college basketball experience." The kit continues: "The TAKG serves two purposes on campus; community outreach and increased attendance. During the 2003-04 season, 396 women's basketball programs and 347 men's basketball programs participated in the TAKG program." 37

"We need to understand that children start following athletics at the age of nine or ten. These beer ads are highly appealing to them. When beer companies say their ads aren't directed at young people, I find it hard to believe."

—Dean Smith, former head basketball coach, University of North Carolina, in *A Coach's Life*

Another program, Good Sports, an essay and art contest, offers member schools "a chance...to build relationships within [their] community by working with local school districts and youth." Even J.J. Jumper has a clear marketing mission. "J.J. travels across the country making appearances at Divisions I, II and III men's and women's basketball games in an effort to draw young fans to your home court," reminds the NCAA.³⁹

Although obviously well-intended, most of the NCAA's youth recruitment programs provide only short-term and episodic connections with fans. Participants may gain knowledge and develop stronger skills from some of the programs, but those programs serve at least as well to acquaint them with the school and NCAA brands. For all the good that those programs deliver to children, the youth programs actually form the core of a sophisticated branding campaign designed to build a fan — and consumer — base to peddle to advertisers in future contracts for the broadcast rights to NCAA basketball games.



The NCAA: Beer's Pied Piper

Beer and the NCAA

As detailed above, the NCAA expends considerable effort promoting its worthy "attributes" to children and teenagers as it recruits them as current and future fans and consumers. The NCAA brand conjures a youth-friendly, wholesome, and healthy image with high-minded, important ideals. Those ideals provide an appealing image for product marketers who invest substantially to reach the important youth demographic delivered by the NCAA.

Beer makers, who ranked third among advertisers on televised sports — ahead of fast-food, credit cards, computers, non-alcoholic beverages, financial services, and movies⁴¹ — are among those marketers that have the strongest designs on that target audience. And, whether a direct result of its youth-recruitment efforts or not, the NCAA delivers millions of children and teenagers (along with adults) to beer producers who hawk drinking to them during the NCAA's basketball championship tournament.

"Advertising alcoholic beverages during college sports telecasts undermines the best interests of higher education and compromises the efforts of colleges and others to combat epidemic levels of alcohol problems on many campuses today."

— Open Letter to Congress from Dean Smith, John Wooden, Rene Portland, Joe Paterno, Grant Teaff, Jim Calhoun, and Andy Geiger, May 2004.⁶⁹ Intentional or not, the NCAA's dedicated youth-recruitment activities help provide a pipeline of impressionable underage people directly to beer marketers, adding to the goldmine of current consumers and the coveted young-adult target audience.⁴²

Brewers spend liberally to reach the college sports audience. In 2003, beer producers invested \$52.2 million advertising on televised college sports. Bud Light led the way (with \$11.4 million), followed by Miller Lite, Budweiser, and Coors Light. Budweiser, and Coors Light.

The 2003 NCAA basketball tournament alone concentrated \$21.1 million in beer ads into the three weeks of games watched by more than 6 million children and teens. In both 2001 and 2002, more beer ads ran on the NCAA broadcasts than during the World Series, all college football bowl games, the Super Bowl, and NFL Monday Night Football combined.

Notwithstanding the beer industry's ritual denials that its advertising targets underage consumers, its spokespeople routinely acknowledge the need to attract young consumers' attention. Anheuser-Busch's Tony Ponturo admits that the company strives for youthful edginess in its advertising, as leaning too old can make the product seem "stale." Not surprisingly, beer ads are among the most

popular and memorable ads on television, both among adults and children.

KID: Beer

Big Beer Needs New Drinkers

The beer industry has a strong economic interest in associating itself with the NCAA and its sports audience. Just as the NCAA constantly courts new young fans, so do brewers. They rely on young drinkers to replace customers who quit, cut down on their drinking as they age, or die. Brand identification occurs early in life, and, by the age of 21, many drinkers have already settled on a favorite. Brewers need to attract customers long before they reach the legal drinking age because, on average, drinkers begin consuming at age 16.

Brewers have more at stake than building brand awareness that may translate into future sales. Young people drink beer, and lots of it. In the 1990s, 18-34-year-olds, who "made up only about 20 [percent] of the total beer drinking population, consumed an estimated 70 [percent] of all beer in this country." And underage drinkers down much of it. Both binge and heavy drinking peak at age 21.51 More than a quarter (29.2 percent) of high school seniors report downing five or more drinks in a row in the past two weeks. 52

Although it is hard to establish the exact percentage of all beer consumed by underage persons, that amount must be substantial. Evidence reported in the *Journal of the American Medical Association* suggests that as much as 20 percent of all *alcohol* sold in the U.S. is consumed by persons under age 21, so it is not unreasonable to conclude that underage drinkers down a similar proportion of beer.⁵³ After all, beer is the beverage of choice among younger drinkers.⁵⁴ If one were to assume that underage drinkers consume just 15 percent of the beer sold in the U.S., that would account for some \$12 billion in yearly beer sales, a fat chunk of industry revenue. By any definition, illicit consumption by consumers under age 21 constitutes an important, if not essential, part of the beer market.

Heavy drinkers (including many who are underage) comprise the other key market that drives beer sales. Ten percent of beer drinkers consume 43 percent of the beer in this country; 55 59 percent of beer is consumed in hazardous amounts in the U.S. 56 Heavy drinkers are the beer market. And many of those beer guzzlers started early. The National Institute on Alcohol Abuse and Alcoholism reports that young people who start drinking by age 15 are four times as likely to become heavy, dependent drinkers than those who wait until they're



21.⁵⁷ The beer industry certainly has a strong profit motive to appeal to consumers younger than 21.

Ads Affect Kids

Millions of youngsters watch NCAA basketball, which delivers them to advertisers for numerous products, including beer. Our conservative estimates indicate that more than six million fans under the age of 21 watched the 2005 NCAA men's basketball championship broadcast. Eugene Sacunda, an adjunct professor of media studies at New York University, who handled beer accounts as a vice president at the J. Walter Thompson ad agency, told National Public Radio that the beer ads he saw on the NCAA broadcast were, in part, aimed at preparing the younger, pre-drinking age audience to develop a positive brand awareness and a brand relationship with the beers advertised during the game. Each of the product of the profession of the pr

Recent evidence suggests that youth exposure to beer ads on television has a measurable impact on underage drinking. Researchers have determined that "exposure to alcohol advertising increases the risk of subsequent alcohol use" among adolescents. Children who are exposed to more alcohol advertising "believe that drinking is more likely to have positive consequences, perceive higher levels of alcohol use by and approval of drinking by peers, have greater intentions to drink in the future, and have high levels of alcohol consumption. Exposure to beer advertisements significantly predicts adolescents' knowledge of beer brands, preference for beer brands, current drinking behaviors, beer-brand loyalty, and intentions to drink.

Although it may be difficult to establish a clear, causal connection between beer advertising and underage drinking, there can be no doubt that the ads glamorize drinking, suggest that drinking leads to good times and good friends, and thoroughly obscure the many risks related to alcohol consumption. Industry and NCAA claims that the ads' messages have no effect on underage drinking belie recent evidence and common sense. No one seems to question that similar ads for cigarettes attract young people to smoking.

Beer and Colleges Don't Mix

Based on the beer industry's keen interest in marketing within the world of sports and its need to attract young consumers, it's not much of a surprise that the NCAA would be a natural venue for beer advertising. What is surprising, however, is the NCAA's acquiescence and participation in hawking beer to students and the many other young people who tune into the games.

Unlike beer marketers, who depend on it, the NCAA and its member schools don't benefit from beer consumption by students and other young fans. Beer and other alcohol consumption among college students too often translate into a steady source of problems. This context reveals the utter lack of principle in the NCAA's choice to promote beer consumption to young viewers.

Each year, 1,700 college students die and 500,000 are injured from alcohol-related causes; ⁶³ 70,000 are sexually assaulted in alcohol-fueled attacks. ⁶⁴ In 2002 alone, more than 10 alcohol-induced celebratory riots and campus disturbances erupted among sports fans at colleges across America. ⁶⁵ In 2001, two out of five college students were classified as binge drinkers. ⁶⁶ Almost half of all alcohol use reported by college students is attributable to those who are underage. ⁶⁷ And students who identify as sports fans are more likely to engage in binge drinking behavior, as well. ⁶⁸

Those problems hit the core of universities' missions as well: high alcohol consumption is associated with lower grade point averages among students, lower academic achievement, and lower wage potential.⁷⁰

Many schools pay a steep price in campus property damage, lost tuition from drop outs and failures, personnel who have to deal with alcohol-related issues, college counseling centers, security staff, administrative hearings on academic and disciplinary cases, and the costs of litigation arising from alcohol-related harm. Intangible costs may include strains in the relationship between schools and surrounding communities, a diminished reputation, and the time lost and stress felt by college staff members who work on alcohol-related issues.⁷¹

College students are not alone among youth in abusing alcohol: alcohol is the drug of choice among American youth. One in five 15-year-olds reported drinking in the past month.⁷² Thirty-seven percent of sixth, seventh, and eighth graders reported drinking alcohol in 2002-2003, many of them at dangerously high levels.⁷³ More than half (60.3 percent) of high school seniors have been drunk, and more than a quarter (29.2 percent) report downing five or more drinks in a row in the past two weeks.⁷⁴ Alcohol is a significant factor in the four leading





causes of death among persons aged 10 to 24: motor-vehicle crashes, unintentional injuries, homicide, and suicide.⁷⁵

With that backdrop, the NCAA's advertising policy, which proclaims that ads should be in the "best interests of higher education," reveals more than a touch of irony. Pitching beer to students and other young fans during NCAA games counters the educational mission of the NCAA and its member colleges and undercuts the many costly prevention measures taken on those campuses today.

Few college presidents fail to acknowledge the fundamental disconnect between a university's commitment to reducing harms from binge and underage drinking and allowing alcohol ads on college sports broadcasts. Beer marketers want to sell beer — as much of it as possible; the NCAA's mission focuses on developing and nurturing student-athletes and athletics in higher education. The two are simply incompatible. As former Ohio State University athletic director Andy Geiger asserts: "It's inconsistent to say you want to discourage underage drinking and turn around and huckster the stuff on your broadcasts."

Conclusion

Perhaps Congressman Tom Osborne (R-NE), former football coach at the University of Nebraska, said it best:

"It is particularly difficult for me to understand beer commercials and malt liquor commercials appearing during NCAA sports events. Most of the young people who participate in NCAA athletics are under the legal drinking age, and since intercollegiate athletes are supposed to represent positive values, the alcohol commercials seem particularly inappropriate. ... Rather than make money from the beer commercials, universities have a unique opportunity to minimize the exposure of young people to alcohol advertising and send a clear message on the serious risks of underage and excessive drinking." 78

The NCAA profits from the promotion of beer to college students and other underage fans and participates in the infusion of beer into college sports. That complicity in delivering young consumers to beer marketers undermines its credibility and undercuts the effectiveness of positive efforts to prevent and reduce alcohol problems among college students.

NCAA's youth programs are not the problem. Their value mirrors the NCAA's core principles and mission: learning, balance, spirit, community, fair play, and character. The acceptance of beer advertising in NCAA sports is way out of bounds.

Within the past year, 228 NCAA schools and two athletic conferences (the Big South and Ivy League) have signed the College Commitment, pledging to prohibit alcohol advertising on locally produced college sports telecasts and to work within their athletic conferences and the NCAA to end all alcohol advertising on college sports. More than 185 national, state, and local groups have joined the Campaign for Alcohol-Free Sports TV, which has led the effort for reform within the NCAA. Momentum is building.

In October 2004, the NCAA Division I Board of Directors (the presidents of 18 member institutions) put the issue of alcohol policies, including alcohol advertising policies, squarely on the NCAA agenda. At its April 2005 meeting, the NCAA Board referred the matter to the Association's executive committee, to "develop a comprehensive policy for alcohol advertising on NCAA sports." Those presidents surely recognize that the NCAA's well-intentioned youth-recruitment programs may be having the unintended effect of maximizing a youth audience for beer marketers, among other advertisers. They should vote to protect the integrity of those programs, by eliminating beer ads on NCAA sports telecasts.

As Big East Conference Commissioner Mike Tranghese told USA Today in early 2004, "It's [the relationship between beer ads and college sports] on the table for discussion. It's hard to argue on the side of promoting drinking." The NCAA should heed his wise counsel, a position shared by many in college sports today.







Notes

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CAMPAIGN FOR ALCOHOL-FREE SPORTS IV

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The College Commissions

We know the importance of giving young people clear incoming a though the risks of moderage subjects when the expression desiration. We support effects to winder the expression of young people to almost advertising clustery brounds as a control of expression. We contain to the following actions to promote alcohol-free aparts believed to obstack guarantees and programs to which against the following.

College Levels

We wise confident το πολιτιάτου ακόλο μολική θανέ μουθείται αλείθειε εξικονήσεις τις διακέτη μποδιακό. Μετικ μεκιμοιορομίες δυκτικοπολική Φουκή, κριτική δραβούς μετικής πομακούς διεθνοθούς στο ο Τεχιδιούρη, απόληδε τρομού ξεκρολήτου εκτρουρία.

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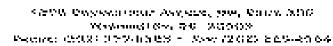
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CAMPAIGN FOR ALCOHOL-FREE SPORTS TV

A PROJECT OF THE CENTER FOR SCIENCE IN THE PUBLIC INTEREST

Supporting Schools

The following 228 schools have signed the College Commitment as of July 5, 2005.

Division I Schools

Baylor University, Waco, TX Birmingham-Southern College, Birmingham, AL Brigham Young University, Provo, UT Brown University, Providence, RI Campbell University, Buies Creek, NC Centenary College of Louisiana, Shreveport, LA Central Connecticut State University, New Britain, CT Charleston Southern University, Charleston, SC Coastal Carolina University, Conway, SC Columbia University, New York, NY Coppin State College, Baltimore, MD Cornell University, Ithaca, NY Dartmouth College, Hanover, NH Delaware State University, Dover, DE East Tennessee State University, Johnson City, TN Fordham University, Bronx, NY Gardner Webb University, Boiling Springs, NC Georgia State University, Atlanta, GA Harvard University, Boston, MA High Point University, High Point, NC Jacksonville State University, Jacksonville, FL Kent State University, Kent, OH LaSalle University, Philadelphia, PA Lehigh University, Bethlehem, PA Liberty University, Lynchburg, VA Loyola Marymount University, Los Angeles, CA Mercer University, Macon, GA Mississippi Valley State University, Itta Bena, MS Morgan State University, Baltimore, MD Mount St. Mary's College, Emmitsburg, MD Norfolk State University, Norfolk, VA Northwestern University, Evanston, IL Ohio State University, Columbus, OH Oral Roberts University, Tulsa, OK Princeton University, Princeton, NJ Radford University, Radford, VA Saint Francis College, Brooklyn, NY Saint Mary's College of California, Moraga, CA Santa Clara University, Santa Clara, CA Siena College, Loudonville, NY Southern Illinois University—Carbondale, Carbondale, IL Southern Methodist University, Dallas, TX Stetson University, DeLand, FL University of Arkansas—Pine Bluff, Pine Bluff, AR University of Florida, Gainesville, FL University of Louisiana—Lafayette, Lafayette, LA University of Maryland—Eastern Shore, Princess Anne, MD University of Minnesota, Minneapolis, MN University of New Hampshire, Durham, NH University of North Carolina--Asheville, Asheville, NC University of Northern Iowa, Cedar Falls, IA University of Pennsylvania, Philadelphia, PA University of Portland, Portland, OR University of Rhode Island, Kingston, RI University of Tulsa, Tulsa, OK Utah State University, Logan, UT Valparaiso University, Valparaiso, IN Virginia Military Institute, Lexington, VA Winthrop University, Rock Hill, SC Yale University, New Haven, CT

Conference Commitments

Big South

Birmingham-Southern College Charleston Southern University Coastal Carolina University High Point University Liberty University Radford University University of North Carolina-- Asheville Virginia Military Institute Winthrop University

Ivy League

Brown University
Columbia University
Cornell University
Dartmouth College
Harvard University
University of Pennsylvania
Princeton University
Yale University

Division II Schools

Abilene Christian University, Abilene, TX Adelphi University, Garden City, NY Ashland University, Ashland, OH Augusta State University, Augusta, GA Bloomfield College, Bloomfield, NJ Cheyney University of Pennsylvania, Cheyney, PA Clarion University of Pennsylvania, Clarion, PA Coker College, Hartsville, SC Converse College, Spartanburg, SC Dallas Baptist University, Dallas, TX Davis and Elkins College, Elkins, WV Delta State University, Cleveland, MS Erksine College, Due West, SC Fayetteville State University, Fayetteville, NC Glenville State College, Glenville, WV Goldey Beacom College, Wilmington, DE Holy Family University, Philadelphia, PA Kutztown University, Kutztown, PA Lake Superior State University, Sault Sainte Marie, MI LeMoyne-Owen College, Memphis, TN Life Pacific College, San Dimas, CA Lincoln University, Jefferson City, MO Lynn University, Boca Raton, FL Mars Hill College, Mars Hill, NC Millersville University, Millersville, PA Newberry College, Newberry, SC

North Carolina Central University, Durham, NC Northern Kentucky University, Highland Heights, KY Ohio Valley College, Vienna, WV Ouachita Baptist University, Arkadelphia, AR Regis University, Denver, CO Rollins College, Winter Park, FL Saint Andrews Presbyterian College, Laurinburg, NC Saint Leo University, Saint Leo, FL Sonoma State University, Rohnert Park, CA Southern Illinois University-Edwardsville, Edwardsville, IL Southwest Baptist University, Bolivar, MO Southwest Minnesota State University, Marshall, MN Spelman College, Atlanta, GA State University of West Georgia, Carrollton, GA Texas Woman's University, Denton, TX Tuskegee University, Tuskegee, AL University of Arkansas-Monticello, Monticello, AR University of Charleston, Charleston, WV University of Findlay, Findlay, OH University of Hawaii-Hilo, Hilo, HI University of Indianapolis, Indianapolis, IN University of Massachusetts-Lowell, Lowell, MA University of Minnesota—Morris, Morris, MN University of North Carolina-Pembroke, Pembroke, NC University of South Dakota, Vermillion, SD University of West Florida, Pensacola, FL University of Wisconsin-Parkside, Kenosha, WI Virginia State University, Petersburg, VA Wayne State University, Detroit, MI West Liberty State College, West Liberty, WV West Texas A&M University, Canyon, TX West Virginia University Tech, Montgomery, WV West Virginia Wesleyan College, Buckhannon, WV Western New Mexico University, Silver City, NM Winston-Salem State University, Winston-Salem, NC

Division III Schools

Adrian College, Adrian, MI Agnes Scott College, Decatur, GA Albertus Magnus College, New Haven, CT Alfred University, Alfred, NY Alvernia College, Reading, PA Anderson University, Anderson, IN Augustana College, Rock Island, IL Beloit College, Beloit, WI Calvin College, Grand Rapids, MI Castleton State College, Castleton, VT The Catholic University of America, Washington, DC Central College, Pella, IA Chapman University, Orange, CA Chestnut Hill College, Philadelphia, PA Christopher Newport University, Newport News, VA Clarkson University, Potsdam, NY College of New Rochelle, New Rochelle, NY College of Notre Dame of Maryland, Baltimore, MD Concordia University (IL), Riverforest, IL Concordia University (WI), Mequon, WI Delaware Valley College, Doylestown, PA Denison University, Granville, OH East Texas Baptist University, Marshall, TX Eastern Connecticut State University, Willimantic, CT Eastern Mennonite University, Harrisonburg, VA Ferrum College, Ferrum, VA Framingham State College, Framingham, MA Franklin and Marshall College, Lancaster, PA Frostburg State University, Frostburg, MD George Fox University, Newberg, OR Gettysburg College, Gettysburg, PA Gordon College, Wenham, MA Greensboro College, Greensboro, NC Gustavus Adolphus College, Saint Peter, MN Hampden-Sydney College, VA Haverford College, Haverford, PA Hilbert College, Hamburg, NY Hollins University, Roanoke, VA

Immaculata University, Immaculata, PA John Carroll University, University Heights, OH Keene State College, Keene, NH Kenyon College, Gambier, OH La Grange College, La Grange, GA Lawrence University, Appleton, WI LeTourneau University, Longview, TX Lewis and Clark College, Portland, OR Linfield College, McMinnville, OR Loras College, Dubuque, IA Luther College, Decorah, IA Maranatha Baptist Bible College, Watertown, WI Marietta College, Marietta, OH Medaille College, Buffalo, NY Meredith College, Raleigh, NC Messiah College, Grantham, PA Methodist College, Fayetteville, NC Moravian College, Bethlehem, PA Mount Aloysius College, Cresson, PA Mount Holyoke College, South Hadley, MA Mount Union College, Alliance, OH Muhlenberg College, Allentown, PA Nebraska Wesleyan University, Lincoln, NE New England College, Henniker, NH Nichols College, Dudley, MA North Carolina Wesleyan College, Rocky Mount, NC North Park University, Chicago, IL Northland College, Ashland, WI Oglethorpe University, Atlanta, GA Pacific University, Forest Grove, OR Pacific Lutheran University, Tacoma, WA Peace College, Raleigh, NC Penn State Erie, The Behrend College, Erie, PA Philadelphia Biblical University, Langhorne, PA Pitzer College, Claremont, CA Plattsburgh State University, Plattsburgh, NY Plymouth State University, Plymouth, NH Randolph-Macon Woman's College, Lynchburg, VA Regis College, Weston, MA Rhodes College, Memphis, TN Roger Williams University, Bristol, RI Rust College, Holly Springs, MS Saint Joseph's College, Brooklyn, NY Saint Lawrence University, Canton, NY Salve Regina University, Newport, RI Shenandoah University, Winchester, VA Smith College, Northampton, MA Southwestern University, Georgetown, TX Suffolk University, Boston, MA SUNY at Brockport, Brockport, NY SUNY at Oneonta, Oneonta, NY Susquehanna University, Selinsgrove, PA University of Maine-Farmington, Farmington, ME University of Maine-Presque Isle, Presque Isle, ME University of Massachusetts-Boston, Boston, MA University of Massachusetts-Dartmouth, Dartmouth, MA University of Pittsburgh-Bradford, Bradford, PA University of Puget Sound, Tacoma, WA University of Saint Thomas, St. Paul, MN University of Wisconsin-Oshkosh, Oshkosh, WI Washington College, Chestertown, MD Washington & Lee University, Lexington, VA Waynesburg College, Waynesburg, PA Westfield State College, Westfield, MA Wheaton College, Wheaton, IL Willamette University, Salem, OR Wilson College, Chambersburg, PA Wisconsin Lutheran College, Milwaukee, WI Wittenberg University, Springfield, OH

An Open Letter To Congress on Alcohol Ads and College Sports

May 2004

Members of Congress U.S. House of Representatives Washington, DC 20515

Dear Representatives:

We write to you as mentors and advocates for young people and out of a love for and commitment to college sports. We share a common belief that alcohol and college sports do not belong together. Advertising alcoholic beverages during college sports telecasts undermines the best interests of higher education and compromises the efforts of colleges and others to combat epidemic levels of alcohol problems on many campuses today.

For those reasons, we respectfully urge you to cosponsor H.Res. 575, offered by Rep. Tom Osborne, the former Nebraska football coach, and others. The resolution asks that the NCAA and its member institutions voluntarily end alcohol ads on the telecasts of their games. Such action is long overdue.

Sports produces great athletes and develops character, sportsmanship, and integrity among millions of young participants and spectators. College sports at all levels molds men and women athletes who represent the ideal of "a sound mind and sound body." The use of college sports to market beer to millions of college students and other underage fans distorts the best values of college sports.

Thank you for your leadership on this issue of great importance to young people.

Sincerely,

Dean E. Smith John Wooden

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109TH CONGRESS 1ST SESSION

H. RES. 145

Expressing the sense of the House of Representatives that the National Collegiate Athletic Association (NCAA) should affirm its commitment to a policy of discouraging alcohol use among underage students by ending all alcohol advertising during radio and television broadcasts of collegiate sporting events.

IN THE HOUSE OF REPRESENTATIVES

March 9, 2005

Mr. OSBORNE (for himself, Ms. ROYBAL-ALLARD, Mr. VAN HOLLEN, Mr. CASE, Mr. WOLF, and Mr. BARTLETT of Maryland) submitted the following resolution; which was referred to the Committee on Education and the Workforce

RESOLUTION

Expressing the sense of the House of Representatives that the National Collegiate Athletic Association (NCAA) should affirm its commitment to a policy of discouraging alcohol use among underage students by ending all alcohol advertising during radio and television broadcasts of collegiate sporting events.

Whereas college and university presidents have cited alcohol consumption as the number one health problem on college and university campuses;

Whereas according to a study on alcohol by the Harvard School of Public Health, the proportion of college students who say they drink "to get drunk" climbed from 40 percent in 1993, to 48 percent in 2001;

- Whereas according to the National Institute on Alcohol Abuse and Alcoholism, 2 of 5 college students are binge drinkers; 1,400 college students die each year from alcohol-related injuries, including motor vehicle crashes; more than 70,000 students are victims of alcohol-related sexual assault or date rape; and 500,000 students are injured under the influence of alcohol each year;
- Whereas at least 50 percent of college student sexual assault cases involve alcohol abuse, and 62 percent of men involved in such assaults, including rape, blame alcohol for their actions;
- Whereas the financial costs of alcohol-related harms to institutions of higher education are significant, and include damage to campus property, lost tuition from students who drop out or become academically ineligible to attend, college personnel who address alcohol-related issues, college counseling centers, security staff, administrative hearings on academic and disciplinary cases, and legal costs of suits against colleges for liability;
- Whereas research has found that college students who were sports fans were more likely to engage in binge drinking behavior, including extreme drinking habits and participation in drink price specials and beer-company promotions;
- Whereas National Collegiate Athletic Association (NCAA) bylaws specifically state that advertising policies of the association are designed to exclude those advertisements that do not appear to be in the best interest of higher education;

- Whereas alcohol advertisements aired during televised NCAA championship games appeared twice as often, on average, than during other sports programs, and 16 times as often on average than during all television programs;
- Whereas according the the Center on Alcohol Marketing and Youth, in 2003, alcohol producers spent a total of \$52,200,000 to place 4,747 commercials in college sports programs, and spent \$21,056,952 to place 395 commercials during the NCAA men's basketball tournament;
- Whereas according to a 2003 survey by the Global Strategy Group, 72 percent of Americans say that showing alcohol commercials during televised sporting events is inconsistent with the positive role sports play in children's lives, and 69 percent believe that airing such commercials is inconsistent with the mission of colleges and universities;
- Whereas according to the same survey, 71 percent of adults support a ban on all alcohol advertisements on televised college games, and strong majorities of both parents (77 percent) and adults (73 percent) say it is wrong for colleges and universities to take money from beer companies that promote student drinking while discouraging underage and binge drinking among their students;
- Whereas a report by the Institute of Medicine of the National Academy of Sciences states that 72 percent of colleges and universities prohibit on-campus alcohol advertising, and 62 percent prohibit industry sponsorship of athletic events;
- Whereas that report also recommended that colleges and universities ban alcohol advertising and promotion on cam-

pus in order to demonstrate their commitment to discouraging alcohol use among underage students; and

Whereas the removal of alcohol advertisements from college sports broadcasts would not entirely eliminate underage or harmful student drinking, but would stop those broadcasts from contributing to an environment that glamorizes and promotes the connection between alcohol and sports: Now, therefore, be it

- 1 Resolved, That it is the sense of the House of Rep-
- 2 resentatives that the National Collegiate Athletic Associa-
- 3 tion (NCAA), its member colleges and universities, and
- 4 athletic conferences, should affirm a commitment to a pol-
- 5 icy of discouraging alcohol use among underage students
- 6 and other young fans by ending all alcohol advertising
- 7 during radio and television broadcasts of collegiate sport-
- 8 ing events.