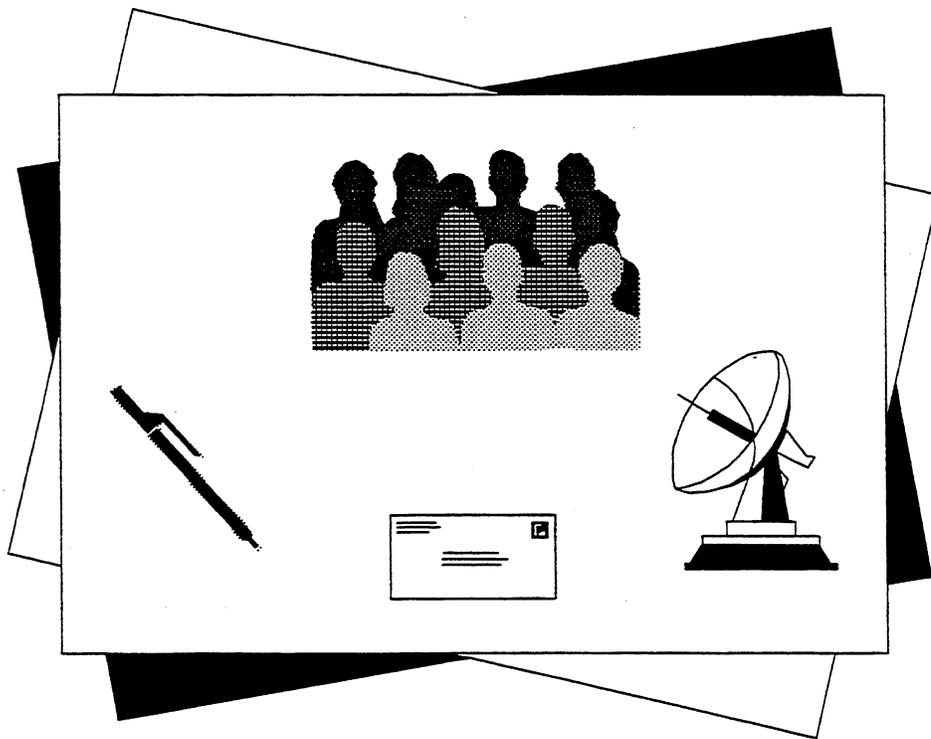
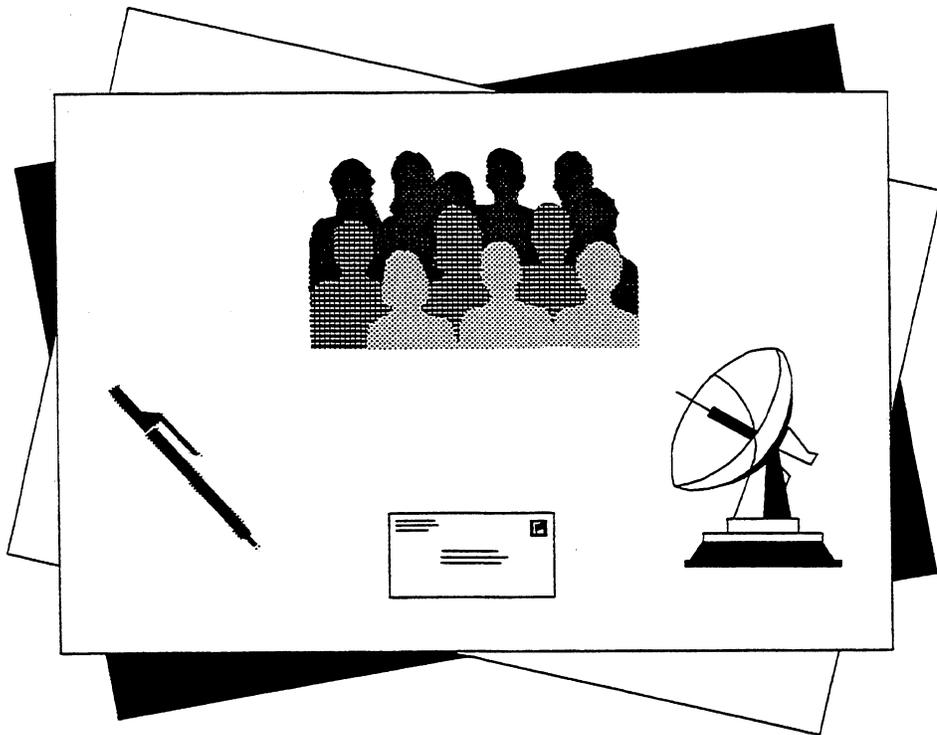


# Raising More Voices Than Mugs



***Changing the College Alcohol Environment  
Through Media Advocacy***

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Through Media Advocacy***

#### DISCLAIMER

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## FOREWORD

Welcome, fellow campus health advocates! Advocates, that is, for the reduction of all the social and commercial pressures to consume alcohol on our college campuses. And if you're already looking at this handbook, chances are good that you're not only concerned — but ready to do something about alcohol problems on your campus. You've come to the right place.

When I learned about media advocacy, I remember thinking, "This is it!" This was the tool I had been seeking to advocate change on my campus and in the surrounding community.

I started using media advocacy as a member of the student council when we were debating a proposal to ban alcohol sponsorship of campus organizations. Our proposal went down in defeat, but it was the first time the student government opened a public debate about alcohol promotion on campus. This was only the beginning to help change attitudes about the role of alcohol on campus, and our efforts since then have been more successful — not only on campus but in the larger community.

The promotion of alcohol is all around us; it's at our games, concerts, and celebrations. Holidays, such as Spring Break, Cinco de Mayo, and Halloween, are promoted as drinking festivals. Alcohol advertisements bombard us from billboards, magazines, college newspapers, t-shirts, and all kinds of promotional goodies and gimmicks. Everywhere you go or look, booze is promoted. And that creates an environment in which it's just plain hard to say, "No thanks."

*Raising More Voices Than Mugs* gives you practical tools to fight back, to take action that can lead to a healthier, safer campus environment. In this book, you'll find vital information and step-by-step tips for media advocacy that you can use to take action to call attention, protest, and raise the consciousness of your community to set some wise policies to lower the din of alcohol and its promotion on and around the campus.

For ordinary citizens, media advocacy is a great tool in the alcohol control arena. Faculty, staff, students, and community members are all potential media advocates. And this handbook tells why, as it provides a new way of looking at alcohol problems and how to combat them. The community environment and policy-oriented approach of media advocacy holds the potential for fundamental change of the alcohol environment on campuses.

And since changing that environment is important to you, this handbook's for you!

Annette Padilla  
Chair, Student/Consumers Section  
American College Health Association  
1993-94

## ABOUT THIS GUIDE

This guide will help prevention program coordinators and students use media advocacy to bring attention to alcohol-related problems on campus and help win support for the solutions, while effectively countering the arguments of groups with differing viewpoints.

Part 1 reviews **the role of alcohol on college campuses** and the problems they have in dealing with a full range of alcohol-related issues. It suggests a broader way of looking at campus drinking and alcohol policy.

Part 2 discusses **the key elements of media advocacy**, steps to get started, and the unique opportunities and barriers to media access on a college campus. This section also offers tips for framing the issues to make them appealing to the media.

Part 3 describes **how to gain access to the media**. Styles and formats of various tools (letters to the editor and news releases) are included in this section. The goals of a media advocacy initiative will help determine which tool is the most appropriate and useful.

Part 4 addresses four **policy areas** which may be affected through media advocacy. Each section gives additional **examples of tools for accessing the media**. The examples of these tools can be easily adapted to any policy issue. This guide discusses a limited number of tools for accessing the media.

The Appendix contains:

- Arguments and responses for the alcohol policy debate.
- Fact sheets about alcohol as it affects specific issues on college campuses.
- Additional resources available to help prevention advocates become more effective in their media advocacy and policy initiatives.

The facts, language, and ideas for policy changes and media advocacy initiatives addressed in this handbook can be applied for each campus' particular needs.

References can be found in the endnotes. Contact resources listed in the appendix to confirm the most current statistics.

## INTRODUCTION

Media advocacy refers to the strategic use of mass media to influence a social or public policy initiative. Media advocacy is a strategy for alcohol policy advocates to use when trying to shape the debate of an issue and influence decision makers about policy initiatives. Media advocacy is an environmental strategy that can be used on college campuses to support alcohol problem prevention and policy development efforts.

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***“[M]edia advocacy is the use of media to amplify our voices and be heard in our efforts for change...”***

— *Media Advocacy and Public Health: Power for Prevention*,  
Wallack, et al.<sup>1</sup>

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One of the key differences between social marketing and media advocacy is that social marketing gives people a message in the form of health information, but media advocacy gives people a voice to make change through political and social action. Media advocacy gives people the opportunity to influence what kinds of policies are implemented in their communities to support alcohol problem prevention efforts.

Part of the alcohol policy/media advocate's role is illustrating the connection between violence, academic failure, vandalism, sexually transmitted diseases and alcohol. This link can be made by incorporating media advocacy strategies into campus prevention activities and policy development efforts. By advocating for changes at the policy or administrative level, campuses will begin to see results at the social and individual level.

# PART 1

## Changing The Campus Alcohol Environment

**M**any colleges approach alcohol as a problem only of individuals. Colleges around the country have prevention programs for new students which speak to an individual's choice to drink or not to drink, sponsor an information week to remind students not to drink and drive, or provide intervention for individual problems.

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***“[W]e need to focus beyond the individual drinker to the broader societal...forces which contribute to alcohol-related problems.”***

— *Youth and Alcohol: Advertising That Appeals to Youth*, Dr. Antonia Novello, The Surgeon General's Report, November 1991.<sup>2</sup>

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These programs are essential elements of comprehensive alcohol problem prevention efforts. They are part of a continuum which includes prevention and education, intervention, treatment, and after care. This handbook focuses on applying the strategy of media

advocacy to help change the campus alcohol environment.

### The Campus Alcohol Environment

Alcohol-related problems on campus are influenced by many factors — society, family, personality and addiction. A complex combination of these factors draws many students to alcohol and its related, potential problems.

What exactly is alcohol doing to our campuses?

- Alcohol is tied to 28% of cases of academic attrition.
  - Anderson, David, and Gadaletto, Angelo, *The College Alcohol Survey*, George Mason University, 1991.
- Of all binge drinkers (5 or more drinks at one time), over 80% are under 22 years of age.
  - CORE Institute, Southern Illinois University at Carbondale, IL, 1993.

- Alcohol is implicated in 90% of all campus rapes.
  - Maine Campus, September 1991, *Bulletin: Take a Look at College Drinking*, Office for Substance Abuse Prevention, April 1992.
- Alcohol is involved with 70% of violent behavior on campus.
  - Anderson and Gadaletto, op. cit.
- 60% of college women diagnosed with a sexually transmitted disease were drunk at the time of infection.
  - University of California, Berkeley, *Consider the Connections — Alcohol/drugs, Sexuality/sociability, and Beyond, Consider the Connections Campus Index*, June 1990.

(Note: The Resources Appendix lists sources for the most current information.)

Colleges should be safe, comfortable places where students thrive academically and grow personally and socially. But these facts — and observations by program coordinators and students — show that alcohol gets in the way of healthy academic and personal growth for many students.

Media advocacy can help turn the tide of alcohol-related problems at the same time it helps influence decision makers to establish or enforce public health policies.

### **Mixed Messages On Campus**

Colleges may have several good alcohol prevention policies in place (they must adhere to the Drug-Free Schools and Communities Act of 1986), but the effectiveness of those policies may be reduced by cutbacks in security

personnel for enforcement, different policies for faculty and students, or budget cuts in various student programs.

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**“Sponsorships and promotions on college campuses by alcohol producers and the use of celebrities and youth-oriented musical groups in advertising create a pro-use drinking environment.”**

— Healthy People 2000, *National Health Promotion and Disease Prevention Objectives*, September 1990.<sup>3</sup>

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“Mixed messages” are also sent to students when the administration supports an “alcohol awareness week,” yet accepts money from beer companies to sponsor concerts or sporting events, or allows the college’s insignia to be placed on beer and shot glasses sold in the campus bookstore.

National Collegiate Alcohol Awareness Week materials, produced by Anheuser-Busch, provide a mixed message, too. Their well-known “Know When To Say When” slogan subtly assumes and encourages drinking (“you can’t say when’ until you’ve had a drink”), places the responsibility on the individual drinker, and sends a message associated with Anheuser-Busch’s product advertising.

Are the college administration’s alcohol policies consistent with prevention efforts on campus? Do faculty serve as enablers by not holding

classes or giving tests on Fridays, thus reenforcing the informal rule of heavy drinking by students on Thursday nights? Are students' abilities to make choices about alcohol consumption reduced by an environment that doesn't really question and may even promote drinking?

The job of an alcohol policy and media advocate is to point out these mixed messages and raise these questions again and again until effective changes are implemented and enforced.

## College Campuses Are Part Of The Community

College campuses are not isolated from the rest of the world. Alcohol-related problems also affect people who are not in college. What's going on in the neighborhood surrounding the campus that encourages drinking? Colleges can have tremendous power in the community to help make the shift from a pro-alcohol to a pro-health environment. Enlist the help of community members to address alcohol problems on and around campus and to provide the support needed for media advocacy initiatives.

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***"You don't necessarily need more allies... just more co-belligerents."***

*— former Surgeon General C. Everett Koop<sup>4</sup>*

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Media advocacy is most successful when a broad-based coalition of individuals and groups supports the

desired policy goals. The particular goals may dictate which groups and individuals are invited into the coalition.

For example, if the issue is reducing sexual assault on campus by requiring beer kegs to be registered, likely allies might include: campus security and community police; sororities and other women's organizations; parents, alumni, and campus neighbors; and the local business community. Think creatively and broadly, because all areas of the community are potential allies: fraternities eager to reduce insurance costs, administrators trying to improve the campus' image in the community, area hospitals and doctors, and domestic violence crisis centers.

## Campus Environment And The Social Culture

Both written and unwritten campus rules about alcohol can make the college environment conducive to drinking. Cues from the campus environment influence students' decisions about drinking. Some of these cues may include where and how alcohol is available, how it is promoted, and where and when drinking takes place. Is there a bar on campus? How many bars are within a mile of the campus? What's the campus newspaper's advertising ratio between books and brews? Do student organizations receive money from beer companies and distributors in exchange for displaying large advertisements?

Collecting this kind of information also provides material that's useful during policy and media advocacy

initiatives. Not only does it help define the problem, but local campus and regional information may make more of an impact on campus decision makers than national data.

Social culture is also a factor in students' drinking behavior; how students perceive the attitudes and drinking norms of their peers is of fundamental importance. Research shows that students think their peers

drink more than they actually do. This suggests that they'll drink more to fit in with the group's "norm."

While the goal of media advocacy is always policy change, there may be additional benefits from the campaign whether or not the policy goals are achieved. Debate and discussion of the issue may create social change among students and reduce their misperceptions of the drinking "norm."

# PART 2

## Using The Media for Alcohol Policy Reform on Campus

**T**he media are society's greatest conduit of information — presenting and interpreting local, national, and international issues and events. Elections are won or lost. Media coverage influences social attitudes and decision makers. **A successful advocate uses the power of the media to his or her advantage.** Advocates should consider the media a tool to reach alcohol policy goals and part of any advocacy plan.

***Publicity in and of itself, however, is not your goal.***

Media coverage can focus attention on policy issues and increase an organization's credibility. Support for policy initiatives can increase as important questions and solutions come to the public's attention. However, **getting media exposure is not an end in itself, but a means to a policy goal.**

### What Is Media Advocacy?

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***“Media advocacy is the strategic use of mass media [and community advocacy] as a resource for advancing a social or public policy initiative.”***

— from *Media Strategies for Smoking Control: Guidelines*, U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health, 1988.<sup>5</sup>

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Media advocacy is one of the most effective, low-cost environmental strategies available to public health advocates. Media advocacy occurs whenever public policies are debated in the media. The media advocate's job is to shape that debate so the outcome will be: the desired change in the college's alcohol policy, a shift in the perceived norms of alcohol use on

campus, and a move toward a non-alcohol-centered social culture.

By its very nature, media advocacy is adversarial, opportunistic, and presumes an opposing force, very much like a political campaign. Alcohol and drug prevention advocates must come up with new and interesting ways to tell the story (framing) so the media will cover the issue from a public health perspective.

Media advocacy efforts can strengthen or change campus policies. For example:

- A local TV news segment focuses attention on the advertising policy of the campus newspaper, pressuring the paper's staff to refuse advertisements of low-priced bar specials.
- A press conference is held to announce the introduction of a student council measure which would prohibit the acceptance of alcohol industry sponsorship for student activities. Debate of the issue draws attention to the need for more comprehensive, prevention-oriented alcohol policies on campus. The restriction passes the following month.
- A letter to the editor of the student newspaper, supporting an effort to reduce heavy drinking by banning beer kegs at fraternity parties, explains the connection between alcohol consumption and sexual assault.
- An op-ed piece in the campus paper discusses students' desire

for more school-sponsored, alcohol-free events and helps re-frame the debate about alcohol-related problems from one of individual choice to the need for more "sober party" options on campus. The op-ed points out that fewer students drink than is generally believed.

Used alone, nothing in this guide is enough to bring campus-wide policy and cultural changes. Media advocacy is one component of an overall media strategy which may include social marketing, paid advertising, and public service announcements. Plan media activities as part of a policy initiative; the strategic use of mass media is just one piece of an effective advocacy campaign.

## **Media Advocacy: Getting Started**

### **STEPS INVOLVED IN MEDIA ADVOCACY**

1. **Define the policy goal and how media advocacy can support that goal.** Five questions need to be addressed:
  - 1) What is the problem?
  - 2) What are the proposed solutions?
  - 3) What are the group's goals?
  - 4) What can be achieved?
  - 5) How can the group use the media strategically to achieve the goal?
- 1) **Defining the problem** includes gathering data in the form of published reports from health and safety departments, student surveys, personal observations of the campus environment and student alcohol use,

and other resources. Before a solution can be developed, the problem must be clearly and accurately described. This information will also be useful during the media advocacy campaign to illustrate the issue. In addition, this local campus or regional data may make more of an impact on decision makers during policy debates.

**2) Developing solutions** that address these problems may consist of several policy components which can be undertaken separately or all at the same time. For example, if the problem is violence among students who choose to drink, the solutions may include: banning beer kegs at student organization parties, increasing security patrols around campus, forming partnerships with student health services and domestic violence crisis centers to do educational presentations for student groups, increasing college sponsored alcohol-free events, and banning alcohol company sponsorship on campus. Each of these policy solutions contribute to the overall goal of reducing alcohol-related violence on campus, while attempting to alter the campus alcohol environment.

**3) Determining the goal or goals** for a policy and media advocacy campaign is a very important step since it focuses the group's efforts toward the desired outcome. The group may determine that it wants to advocate for beer keg bans at student organizations as its first policy initiative. While the group recognizes that a more comprehensive approach is desirable, it believes this goal is achievable. The group may also want a victory at the start of the alcohol policy debate to help

gain support for its future policy initiatives.

**4) Assessing the capability and resources** of an organization or coalition is also very important before launching a policy and media advocacy campaign. It may be necessary to find other groups or individuals to participate in the advocacy campaign so that one individual or group is not overburdened by the time and personnel requirements of a campaign. Prevention program coordinators can help students, faculty and community members become successful media advocates by encouraging them to participate at all levels of a campaign: writing letters to the editors and news releases, serving as spokespeople, or pitching stories.

Start by looking at the resources already in place. Is there an advisory board for the organization? Can course credit be offered to students who want to participate in the policy initiative? Look for additional resources on campus to help divide the responsibilities of a successful media advocacy campaign. These people can also serve as "authentic voices" or spokespeople during a media event or interview and help share the work involved in a media advocacy initiative. The target audience will help determine the best spokesperson in each situation, since students may have more credibility than faculty when targeting the student government.

Some on-campus resources include:

- Natural student leaders, which include: student government leaders, athletes, performers, and top students.

- Students who have been affected by alcohol-related problems (children of alcoholics, students with friends who have been injured or died in alcohol-related crashes, students recovering from alcoholism), students who want to help make their campus safer and more conducive to educational excellence, among others.
- Faculty, other staff and alumni from the communications, journalism, sociology, anthropology and other departments.

Off-campus groups and individuals can also provide assistance in advocacy campaigns:

- Public relations firms can help write news releases and provide media contact lists.
- Police departments and hospitals can gather and provide statistics on alcohol-related crime and injuries.
- County health departments can provide educational materials, model alcohol policies, local data, and other resources.

5) **Strategic use of the media** is the key to media advocacy. Strategic use of media includes: gaining access to the media and focusing the message to media outlets that reach the target audience; framing those messages so the problem and solution are well-defined and easily understood; and extending coverage and support of the issue until the policy goal is achieved.

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***“If you don’t exist in the media, for all practical purposes you don’t exist.”***

— Daniel Schorr, *News Commentator* <sup>6</sup>

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While the intent of media advocacy is to support policy change or implementation, the campaign may also result in greater awareness of alcohol-related problems on campus, change in the social culture and related alcohol consumption, and education of students and faculty about prevention options and treatment programs that are available.

The key elements of media advocacy are discussed in greater detail in the next section.

## 2. Understand the Local Media.

Become familiar with the local media by watching television and reading the newspapers that serve the on-campus and off-campus college community. Some questions to ask include:

- Where do the decision makers get their information?
- What are the various media outlets? Does the campus have a newspaper? What about a television station or program broadcast to dormitories or classrooms? What are the formats?
- What are the public affairs and talk shows for the community?
- What’s the deadline, and who is the contact person, at each of these outlets?

*The media advocate's most valuable asset is an informal network of media contacts characterized by mutual trust and respect.*

- Who is covering alcohol-related topics? Create a list of the reporters and producers who cover topics such as crime, health, and women's issues. The lifestyle, business, and sports sections are also outlets for human interest stories or special reports that can generate broader support for a policy issue. This type of media contact list may also be available from a local charity organization, the journalism department on campus, or a local public relations firm.
- Find out how long opinion pieces and letters to the editor in the local and campus papers should be for submission.

In addition to identifying media outlets, contact people and story deadlines, it is important to gain access to the media and understand the requirements of the media. These key elements are part of every successful media advocacy campaign.

### **Media Advocacy: Key Elements**

Gaining access to the media, framing the policy debate, shaping media messages, and presenting information in an understandable manner are all key elements of media advocacy.

*Gaining access to the media* is one of the first steps of a media advocacy campaign. This is accomplished by framing the story so the media will cover it. There are several ways a story can be framed for access. Some questions to ask in order to determine if a story will be considered newsworthy by the media include:

1. Is the issue **controversial**?
2. Is a **celebrity** involved?
3. Is the information **timely** or has the event been covered already?
4. Is the message **useful** and of benefit to readers, viewers, or listeners?
5. Is there **human interest**?
6. Is there **conflict, irony, or anything unusual** in the story?
7. Is this a **national story** that we can "piggyback" on to give a local perspective?
8. Is there a **breakthrough** in research, **anniversary** of a major event, or **milestone** in the number of students participating in alcohol-free events?

*Framing the content*, or shaping the debate, is the next step in any media advocacy effort. There are six components in framing a story to present it from a public health perspective.

1. Translate an individual problem to a social issue.
2. Assign primary responsibility.
3. Present a solution.
4. Make a practical, policy appeal.
5. Develop pictures and images.<sup>7</sup>
6. Tailor to the target audience.

### Example of framing for access and content

A proposal to allow alcohol company sponsorship of a student event directly opposes your organization's policy goals for more alcohol-free events on campus. Your organization opposes this sponsorship and wants to gain media access to pressure the student council to vote against the proposal.

This story is newsworthy because it contains conflict and is timely and beneficial to the media's audience. Your target audience is the student council and your media outlets include the campus newspaper and radio station. Local television programs, newspapers, and community radio talk shows are potential targets if there is little or no interest from the campus media.

You call reporters to pitch this story idea, explaining that this is an example of the alcohol industry (*primary responsibility*) co-opting the campus (*individual problem*) by offering money in exchange for students' health and well-being (*social issue*). The student council needs to fund alcohol-free events on campus and find alternative sponsors (*solution*) so students have more options in their social events.

You are prepared with data and examples of campus alcohol promotions and students at the council meeting (*visuals*) to support your policy goals.

The controversy over whether or not an alcohol company will be allowed to sponsor the student event is newsworthy regardless of whether or

not a media advocate is involved. However, the story may have been told differently if you hadn't been there to frame the story for the media.

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***“By presenting a problem in a specific way, the media may indeed tell people not only what issue to think about but how to think about that issue.”***

— *Media Advocacy and Public Health: Power for Prevention*, Wallack, et. al.<sup>8</sup>

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For example, the reporter may have covered this conflict by labelling your group as health fanatics trying to restrict the rights of others to have a good time by limiting resources for student events.

### **Additional Elements Of Framing**

**Positive self-labelling** and **seizing the symbols** of the debate are other aspects of framing that every media advocate needs to incorporate in a policy initiative. Positive self-labelling enables the media advocate to define the issue and to distinguish the goals and solutions from any groups which might oppose the effort. It is also an important aspect of making the issue appealing to the target audience and general public. The words and symbols that the group chooses should frame alcohol-related issues as public health and safety issues.

#### *Examples of Positive Self-Labelling:*

Pro-health, pro-safety, pro-education instead of neo-prohibitionists trying

to take away students' freedom of choice.

*Examples of Seizing the Symbols:*

Alcohol is a drug, not a food product.

Use the word "crash" instead of "accident" when talking about drinking and driving. (People tend to think of accidents as random, unavoidable events, rather than as the outcome of an avoidable, risky situation or behavior.)

We want to offer students more options, not fewer, by advocating for alcohol-free events.

*(See Appendix A: Arguments and Responses for more examples.)*

**Creative epidemiology**, or "social math," refers to the translation of large, difficult numbers or data by using visual metaphors so they are easy to understand. Social math also helps frame an old story in a new way that the media may want to cover.

For example:

- College students consume an estimated 430 million gallons of beer, wine, and liquor per year. This is enough alcohol to fill 3,500 Olympic-sized swimming pools.
- The annual beer consumption of American college students is just short of four billion cans; if these cans were stacked end to end, they would reach the moon and go 70,000 miles beyond.
- The typical student will spend more money on alcohol than on textbooks.

- College students spend approximately \$5.5 billion yearly on alcohol — more than it costs to operate campus libraries and fund all scholarships and fellowships nationwide combined.

*(from Office for Substance Abuse Prevention, Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper, February 1991.)*

Applying national data on collegiate drinking to fit a particular campus is also a useful tool for **localizing a national story**.

For example:

- If 42% of college students nationally binge drink (drink 5 or more drinks in a row), and your school has 10,000 students, you could estimate that your school has 4,200 student binge drinkers — or almost half of the students on campus!

It is important to keep the policy goals and target audience in mind when applying statistics to illustrate the extent of a problem or to frame the data to help change the campus culture. For example, the statistic above would be useful to help persuade a decision maker that there is a problem on campus, if they haven't already recognized that fact. But if part of the goal is to change the perceived norm of alcohol use on campus, the statistic can be framed more positively by stating:

58% of our students don't binge drink. We need to offer the

majority of our students more options for their social activities.

**Media bites** are short (10-15 seconds), pithy statements which succinctly explain the problem and solution in a clear manner. They are not campaign slogans. Media bites should be rehearsed, but sound like part of a conversation.

For example:

“It is irresponsible for the council to allow beer companies to sponsor the Spring Fling. It sends a message to the students that alcohol is a necessary component for social events. One-third of the students on this campus want more alcohol-free activities so they can have a ball without alcohol.”

## **Media Advocacy On College Campuses: Opportunities And Barriers**

The college community provides vast resources and opportunities for the alcohol policy advocate. There are also barriers to media advocacy that must be addressed. Colleges are a microcosm of the larger society, so it can be easier to draw the connections between alcohol use and social problems on campus. However, the influence of the alcohol industry may be felt more directly than in the larger community.

For example, many campus newspapers are independent from the college, relying heavily on outside advertising for revenue. Such a paper may avoid publishing criticism of the advertisers' presence on campus for

fear of losing ad revenue. On the other hand, newspapers which are maintained by the college or student council may not want to criticize the administration's or council's alcohol policies.

In either case, the college newspaper is a great resource. Letters to the editor stand a good chance of being published, and they reach a targeted population. The college paper may offer the group or individual working on alcohol problem prevention space for a weekly column, editorial commentary or cartoons, or free space for alcohol-related facts. In addition, many college newspapers are mailed to alumni and parents, who are influential members of the extended community.

The best way to initiate a relationship with the campus media is to contact the editors and set up an appointment to introduce the contact people and group's objectives. If the campus paper has a faculty advisor, work with her; the advisor may make final editorial decisions.

Campus newspapers have high turnover in their editorial, reporting and managerial staff. A new editor will take over almost every academic year, and staff will rotate accordingly. This turnover rate can be both good and bad; uncooperative editors will soon be out of the picture, but helpful people may disappear as well. Establish contact and educate the new staff when personnel changes are made. Try to contact new staff as soon as they are selected — don't wait for the semester to begin.

Colleges have public relations and alumni offices that may be willing to

help coordinate media events that support the group's policy goals. Framing of the issue will greatly influence whether or not these departments will support the advocacy effort. Administration-run offices may not be too helpful if the college is criticized publicly for its alcohol-related policies.

Be ready to face opposition. Newspapers afraid of losing advertising, readership, or student council funding may take a contrary editorial stance. The athletic department which receives support from the alcohol industry and local businesses that generate revenue from

student drinkers may oppose prevention efforts.

Don't be discouraged by resistance. Newspapers change editors, student council members may have friends in trouble with grades because of alcohol use, athletic directors may know of alcohol abuse among their star athletes, and local businesses and community leaders are probably tired of crime and other alcohol-related problems.

Opponents may be loud, but supporters are out there, and will emerge from surprising places, willing to support efforts to implement better alcohol prevention policies and join the media advocacy campaign.

*(See Appendix A: Arguments and Responses.)*

# PART 3

## Gaining Access To The Media: Tools For Success

This section provides tips on how to gain access to the media by:

- Writing letters to the editor and opinion articles.
- Creating and seizing media opportunities.
- Pitching a story idea.
- Meeting with an editorial board.
- Issuing news releases.
- Giving interviews and other media appearances.

Each tool is described in this section and examples can be found in Part 4, *Campus Alcohol Policy Issues and Sample Tools for Accessing the Media*. These tools can be adapted for any policy initiative.

**Letters To The Editor** (samples on pp. 16, 27, 34, 37):

The letters to the editor section of the campus or community newspaper is a

good place to raise an issue, start a dialogue, or respond to an event or article. It is one of the most-read sections of the newspaper, particularly by decision makers with the power to implement or enforce policy change.

Guidelines for writing a letter to the editor:

1. **What is the appropriate length?** Most letters are approximately 200-300 words long, but check with the letters editor of the campus and community papers and other publication outlets for their length restrictions.
2. **To whom should the letter be addressed?** This information may be listed on the letters page; if not, a short phone call to the paper will provide all the needed information.
3. **What news articles or letters are being published about alcohol related issues?** If someone else makes a point in agreement with the policy goals of your

organization, write in support of their statement; if you disagree, write in dissent. Letters in response to articles or letters can clarify details, point out facts which were omitted, or correct false or misleading information. Refer to the article or letter by noting its title and date in parentheses. To claim legitimacy in both campus and local papers, include the name of the organization and your title. The letter can also be signed or co-signed by someone in the coalition, particularly if they are part of the target audience.

4. **Don't overuse statistics. Do use creative epidemiology or "social math" techniques for clarity.**
5. **Address one subject per letter.** Include a brief statement of the subject at hand (one or two sentences at most), and assume that some readers do not know much about the topic or did not read the previous article or letter.
6. **Don't be accusatory when writing in disagreement; simply point out the writer's errors.** Send letters of response as quickly as possible; if the topic becomes "old news," your letter may not be printed.

## Sample Letter to the Editor

Gina Quinones  
Healthy Options  
1234 Campus Drive  
Any City, Any State 98765

**Your name &  
organization**

January 30, 1994

Letters to the Editor  
Local Newspaper  
5678 University Street  
Any City, Any State 98765

Dear Editor:

**Reference to  
previous article**

The "war on drinks" has come to Bear College ("Students Face Penalties," 1/28/94). Rather than provide education, prevention, and treatment strategies to deal with alcohol-related problems on our campus, the administration has seen fit to impose punishment.

Unless the administration acknowledges the need for a campus-wide alcohol abuse prevention program, we will continue having alcohol-related problems.

Our society, in general, needs to look at the ways alcohol is glamorized, encouraged, and made to look like a necessary ingredient for fun. Alcohol beverage advertisements, sponsorships, and promotions on our campus must stop.

It makes more sense to stop the problems before they begin. It's time for Bear College President Joe Smith, The College News, and other concerned students, parents, faculty, alumni, and community members to develop a campus alcohol problem prevention program that includes banning alcohol advertising, sponsorship, and promotion on campus.

It's time we got a healthy, brawl-free environment where learning comes first, students can party without regrets and know it's possible to have a ball without alcohol.

Sincerely,

**Your signature  
and title**

Gina Quinones  
Peer Educator

## Op-Eds Or Opinion Articles

(samples on pp. 30, 33):

Opinion pieces, known as op-eds because they are located opposite the editorial page, are useful for media advocates. They are well-read and more detailed than letters to the editor. Op-eds are usually written by special columnists or guest writers.

There are various ways to publish op-ed columns about alcohol policy issues. If a newspaper's editorial policy does not allow guest writers, try persuading the editors or a columnist to cover the issue (see *Pitching a Story* and *Editorial Board Meetings*). If guest writers are allowed, write an opinion piece or ask a colleague to write one; a well-known or popular member of the college community can give the piece added credibility.

Guidelines for writing an op-ed:

1. **Find out the length requirements.**  
Most editorials are three double-spaced, typed pages — about 750 words.
2. **What's the deadline for submitting an op-ed?**  
Call the editorial staff at the newspaper to find out.
3. **Write in a fairly conversational tone.**  
Read other columnists for examples of tone.
4. **Discuss one theme only**, using two to five main points for support.
5. **Include the source** in the text as much as possible when citing facts. For example, a sentence might read: "A 1991 nationwide survey by Southern Illinois University found that one-third of college students

preferred events where alcohol is not served."

## Seizing and Creating Media Opportunities

(samples on pp. 21, 29, 35, 38):

As an alcohol policy advocate, creating and seizing media opportunities can provide access points for media coverage. Be sure the media event is based on a legitimate and newsworthy activity; the press' time and space are limited.

Guidelines for creating media events:

1. **"Piggyback" on a national news story that is already receiving media attention.** For example, if the national news is covering the release of a Surgeon General's report, hold a news conference and invite local experts to discuss similar issues in your community.
2. **Create a media event to draw attention to alcohol policy goals of your organization.** For example, if a beer company is sponsoring a concert or sports event on campus, stage a demonstration or hold a press conference to protest the presence of alcohol advertisers on campus.

More ideas for creating media opportunities:

- A campus statue is destroyed in the night.
  - Use that event to draw media attention to the relationship between alcohol and vandalism.
- A government office releases statistics on date rape.

- Frame this media story by applying and localizing the statistics for the campus community.
- Local police hold a sting operation at bars that sell alcohol to underage drinkers.
  - Coordinate news releases with the police department so a spokesperson from your organization can give a statement to the press.
- Drunken violence breaks out at a football game.
  - Frame the content of the story to focus on alcohol company sponsorship of the team and sports arena and the pro-drinking environment that creates.

### **Pitching A Story** (samples on pp. 21, 29, 35, 38):

Initiating news coverage, or pitching a story to persuade members of the press to cover alcohol-related issues or events, is part of the media advocate's job. Informing a reporter about a specific story and persuading them it's newsworthy is part of the "pitch."

Guidelines for pitching a story:

1. **Have a specific topic in mind.** A reporter will not respond eagerly if you say, "There are some serious alcohol-related problems on my campus and I think you should cover them." She may pay more attention if you say, "Did you know that at least five date rapes a semester are reported on our campus, and almost all of them are alcohol-related? Alpha fraternity contributes to the problem when it serves free shots to women every Thursday night. Students in Healthy Options are introducing an initiative at the next student council meeting which would require fraternities and other school organizations to stop serving free alcohol at their functions."
2. **Stay informed of the positions and styles of, and topics covered by, specific reporters or producers and the media outlets they represent.** Frame your story and pitch your idea to writers or others known to be interested in alcohol-related issues.
3. **Respect a journalist's professionalism.** Don't assume they are an ally for the policy initiative because they appear friendly or sympathetic. The press have an obligation to be objective and fair.
4. **Get in touch with your media contact.** A letter followed up by a phone call is one way to initiate a meeting or further communication. If initiating the contact over the phone, or calling them after sending a letter, always start by asking, "Is this a good time to tell you about (whatever the topic is)?" This gives the reporter or producer the opportunity to say they are on deadline and will call back when they have more time, or that now is a great time to talk about this issue.
5. **A pitch letter or telephone conversation should explain concisely why this alcohol policy story is newsworthy — why it is interesting and timely.** Introduce yourself, your organization, and your spokespeople or experts.

Suggest credible sources on both sides of the issue to help the reporter follow through on the story. If the first reporter is not interested, go on to the next media source. If the story is good, someone will have space for it.

6. **Follow up immediately when a reporter asks for more information.**
7. **Make a wide appeal.** Sports, business and lifestyle reporters may be interested in covering alcohol as it relates to their topics, and their stories will reach a wider audience.

## Editorial Board Meetings

Editorials are generally short opinion pieces written by the editorial board or an assigned reporter. Part of being a media advocate is to persuade the editorial board that alcohol policy issues are important and newsworthy, and to suggest positions they can take which support your policy advocacy efforts. This can be done by writing a pitch letter (see *Pitching a Story*) and/or asking for an appointment with the editors to discuss the issue.

Guidelines for an Editorial Board Meeting:

1. **Every newspaper has its own method for determining what topics are covered and which positions are taken on the editorial page.** Most editorial boards are open to meetings with advocacy groups; the editors of campus papers may be even easier to contact. If a well-known spokesperson or expert is part of the coalition, bring them to the meeting.

No more than three people should attend this meeting.

2. **Persuade an editorial board to take your organization's side on an issue when a specific alcohol-related policy is being debated.** The editorial board can give your argument strength that may carry additional weight with decision makers.
3. **Bring short fact sheets or position papers on the topic and groups supporting the initiative.**
4. **Be prepared to discuss the subject in detail,** and do not be discouraged if the editors argue the opposing viewpoint. They need to think thoroughly about the topic in order to make a decision on their position.

## News Releases (samples on p. 21, 38):

A news release is used to announce a press conference, proposed policy initiative, release of a report or study, or other media event. Send the news release to the media outlets that reach the desired target audience. Established media contacts should be sent a news release directly.

Guidelines for writing a news release:

1. **A news release contains basic pieces of information for the event: who, what, when, where, why, and how.** The information should be written in a concise, simple manner. The news release should be no more than two pages long.
2. **The most important information goes at the beginning of the news release.** Very often reporters or editors will print the news release

as written, and cut from the bottom up to fit in their allotted space for the article.

3. **Include a good quote toward the beginning of the news release that helps frame the issue succinctly.** Quotes give exposure to individuals and lend credibility to the media event. Quotes may be used directly by the press; be sure that the source wants to be quoted.
4. **The text should briefly emphasize the most interesting and relevant angle of the event.**
5. **Use active verbs to keep the reader interested.**
6. **Make sure facts are accurate and that the release is proofread to perfection.**
7. **Send news releases by first-class mail or fax.** Address them to the news director or a specific media contact. If sending a release to more than one person at the same news organization, tell both that you've done so.

# Sample News Release

*Note: News Releases should be double-spaced and no more than two pages long. Due to space restrictions, the double-spaced format is not shown in the sample below.*

**HEALTHY OPTIONS IN PARTYPING**  
 Bear College  
 1234 Campus Drive  
 Debut, Massachusetts 08222  
 (101) 234-5678

**FOR IMMEDIATE RELEASE**  
 January 30, 1994

**For more information:**  
 CONTACT: Margaret Charles  
 (101) 234-5678

**SURVEY FINDS STUDENTS WANT  
 MORE ALCOHOL-FREE EVENTS**

Most Bear College students would attend alcohol-free social activities if they were offered, according to a survey released today by Healthy Options in Partying (HOP), a student-run pro-health organization. The survey found that: one-third of students preferred such activities; one-fifth of students drank less this year than the year before; and one-fourth of students would choose alcohol-free housing if given the option.

**"This survey shows that Bear students of the '90s are healthier and smarter than students 30 years ago. We want to party — but we can do it without alcohol," said Tony Edwards, student chairman of HOP.**

In response to the survey results, HOP will organize college-wide alcohol-free events and request assistance from Bear's administration and student government. HOP's first alcohol-free event is a dance concert featuring New Potato Caboose. Admission is free to all Bear College students and will be held this Friday, February 4th, at 10 p.m. in Droopin Hall.

The group is seeking \$14,000 from Bear's administration for alcohol-free events. Last year the administration spent \$30,000 on student entertainment but reserved only \$5,000 for alcohol-free activities. HOP also called for an end to the sponsorship of college activities by alcohol companies.

"When beer companies sponsor a concert, we're told that beer should be part of the event. It makes it seem like drinking is normal in all social activities, and that's ridiculous," explained Laura Olsen, a sophomore in the College of Business.

Health Services Director Judith Winston, staff advisor to the student group.

The survey posed twenty Yes-or-No questions, such as: "Do you drink alcohol?" "Would you attend an alcohol-free dance party?" "Has alcohol ever interfered with your studies?" and "Do you prefer alcohol-free social activities?" HOP's survey was completed by a random, representative sample of 150 students.

###

**Organization Address**

Edwards added:  
 "Last year more than half of our concerts and dance parties were sponsored in whole or in part by alcohol companies. This year, HOP will make sure that things are different." HOP will lobby alternative corporations to sponsor events and replace funds from alcohol companies.

Others pointed out the supplemental benefits of fewer alcohol-related activities.

"If the administration helps HOP, it will regain its investment quickly. More alcohol-free events will reduce drinking, which means less expense associated with vandalism, law-enforcement, personal injury, and health care," said

**End of News Release**

**Date of Release** →

**Contact** →

**Headline** →

**Good Quote** →

## Interviews and Media

### Appearances (sample on p. 29, 35, 38):

Media advocates are often invited to give interviews or to speak on radio and television talk shows. Media advocates also actively pursue such invitations. There are a number of ways to ensure that these public appearances go smoothly and successfully.

Guidelines for media appearances:

1. **Don't accept an invitation to appear on a talk show until you know the format of the program, who the other guests are, and what side the host might take.** Watch or listen to the show to get a feel for the host's style. Ask the host or producer what kinds of questions you can expect. Make sure you feel comfortable with the ground rules before you accept.
2. **Keep your responses short.** Responses to reporters' questions should be short, poignant and conversational in tone. Think about how you can state your position succinctly and practice media bites to work into the conversation.
3. **Prepare for the interview by making a list of the points you want to make, and don't feel shy about** referring to your notes during breaks.
4. **Find out as much as possible about the other speaker if you will be debating someone with an opposing viewpoint.** What arguments is he likely to make? How can you counter those arguments? Rehearse your points with friends and colleagues. Don't come across too defensively or aggressively. Make your points calmly. You want the audience to like and trust you, not to perceive you as hostile.
5. **Help the host of the show prepare.** A few days beforehand, send the producer some background materials on your position and your most recent actions.
6. **Take a moment to think about your answers to the host's questions during the interview or show.** Ask her to repeat the question if you need a moment to think. Be honest if you don't know the answer.
7. **Call or send a note to the host and producer thanking them for having you on the program.** A well-timed phone call may provide the opportunity to get feedback or pitch another topic idea.

## Media Advocacy: Reminders

1. **Present topics that editors and reporters will consider newsworthy:** significant, interesting and new. Competition with other current news stories, more traditional views of alcohol issues, and the potential boredom of the target audience are all barriers to successful media advocacy.
2. **Be timely.** Respond to upcoming or recent events. Relate your issue to current concerns.
3. **Take a local angle.** A subject which touches directly on the concerns of your community will be of interest to local editors; news about the college appeals to members of the community.
4. **Frame your story;** framing makes the crucial difference. Framing allows you to define your issue on your own terms and will determine how you, the coalition, and the policy issue are perceived by the audience and the press.
5. **Use well-chosen facts and statistics.** Facts will help organize the arguments and can be presented to support your position. Use statistics sparingly; choose one or two for any single media tool. Package statistics in easily understood, visual metaphors by using creative epidemiology or "social math."
6. **Maintain the credibility of your argument.** Be prepared to defend or explain your position, and try to back up your arguments with authoritative sources.
7. **Select one or two members of the group to serve as media contacts or spokespeople.** List their names and where they can be reached.
8. **Find well-known and respected spokespeople to lend support and credibility to your story or opinion.** An alumnus struggling with alcohol-related problems that began in college is both credible and legitimate.
9. **Call on unexpected sources of support to provide an element of surprise.** For example, the dean of the school of marketing may get more attention than the head of health services in condemning alcohol advertising on campus.
10. **Proofread everything you and the coalition write until it is flawless.** Ask colleagues and friends to edit your writing and make suggestions.
11. **Create, practice, and use media bites.** When you are interviewed, be ready to give these concise, catchy phrases which will stick in the minds of the media and the public. Media bites should be authoritative, concrete, and sound like part of a conversation, without sounding too flippant or rehearsed. They should be no longer than about 10-15 seconds.
12. **Plan your media advocacy activities thoroughly.** Keep your policy goals and target audience in mind before launching any initiative. Similarly, if an opinion or story similar to yours has already been covered, don't repeat what has been done; write a letter of support instead.

13. **Be aggressive in pursuing coverage.**  
Try several media sources for coverage, and if one angle fails, try another. Eventually the story will get past the “media gatekeepers” and into the eyes and ears of the public and decision makers.
14. **Follow up letters and news releases with a phone call.** Check to make sure the information reached the right person, and make yourself available for questions. If you give any information over the phone, follow it up with a written statement; include your name, address, and telephone number.
15. **Suggest a public health frame for a news story whenever possible.**  
Steer the reporter toward your perspective on how a certain issue should be covered.
16. **Include sources for statistics and other information within the written text whenever possible.**  
Fact sheets should be concise and easy to read.
17. **Never exaggerate, or you will lose credibility with the media.** If you don't know the answer to a question, offer to find out and get back to the reporter later.
18. **Be honest.**

(Adapted from: *Promoting Issues and Ideas: A Guide to Public Relations for Nonprofit Organizations*, Public Interest Public Relations, The Foundation Center, 1987.)

# PART 4

## Campus Alcohol Issues And Sample Tools For Accessing The Media

This section discusses four potential areas for alcohol policy and media advocates to work on college campuses.

1. Alcohol advertising and promotion on campus.
2. The campus and the surrounding community.
3. Availability of alcohol on campus.
4. A wider approach to alcohol-related problems on campus.

These are only *examples* of institutional goals for change — different schools may have different policies which need to be addressed. The goal is to implement new policies or support existing policies that foster a pro-health environment by changing administrative policies or social customs that encourage the use of alcohol.

These sample tools for accessing the media can be easily adapted for any policy issue being addressed through media advocacy initiatives. Each

sample contains background information and framing ideas for the specific policy issue being addressed.

*(The facts and statistics used in the following samples are referenced starting on page 40.)*

### Alcohol Advertising and Promotion On Campus

Giant inflatable beer bottles decorate campus quads. College newspapers run alcohol-sponsored "Party Pages." Beer companies sponsor athletic teams and sports broadcasts, then plaster their logos on the scoreboard.

How does this fit into a community which is centered around academic excellence and is largely under 21?<sup>9</sup>

Alcohol promoters know that college students are an important market. If you believe the alcohol advertisers, they are trying to reach only those of-age students who drink. If that's so, they're wasting a lot of their advertising dollars, because a smaller percentage of

students drink than is popularly believed, and a sizeable portion of students aren't of legal drinking age. It's clear they're either not good business people OR they're trying to encourage underage and of-age drinkers to drink more and non-drinkers to start.

Alcohol advertisements also foster the idea that alcohol is a necessary part of any social activity and make our

campuses less healthy places to learn and live.

Use the media to draw attention to these issues. Target individual alcohol companies and retailers, question the acceptance of alcohol advertising and sponsorship on campus, and initiate policies which prohibit alcohol advertising and promotions on campus.

## Sample Letter To The Editor, Campus Newspaper

Raquel Aceves  
Student Assistant  
The Women's Center  
Bear College  
Debut, MA 08222

January 30, 1994

Letters to the Editor  
The College News  
Bear College  
19 Gummere Drive  
Debut, MA 08222

Dear Editor:

After Bear College went co-ed, we struggled to create an environment of equality between male and female students. In many ways, we have succeeded, but in some we have not. Too often, messages from alcohol advertisements on our campus and throughout society make our journey to equality a difficult one.

Traditional beer ads, including those in *The College News*, show women as the "reward" for male drinkers. Ads reinforce a sexist idea — that women are receptive, material benefits of consumption. The promise that drinking will lead to sex is not conducive to healthy social interaction. Honest communication is at a minimum between two drunk people flirting at a party.

Beer advertisements targeting female consumers are particularly harmful, because women face greater health risks than men when they drink. Women are more likely than men to become dually dependent on alcohol and another drug. Women with eating disorders are highly prone to drinking until they black out. And *The New England Journal of Medicine* recently reported that most women's stomachs contain less of an enzyme which neutralizes alcohol, so more of the drug enters women's bloodstreams. Alcohol hurts women more, yet advertisers court women zealously.

Beer ads cement old, sexist ideas about gender roles and the use of alcohol; they promote a drug which is especially unhealthy for women. We at Bear College are trying to address gender issues, rewrite the rules of relationships, and work for better health care for women. Yet the ads in our publications undercut the values we try to project. It's time to look closely at the messages that beer ads send to our community and to protest their sexism. These ads have no place in our campus paper.

Sincerely,

Raquel Aceves '95  
Student Assistant  
The Women's Center  
Bear College

## **The Campus and The Surrounding Community**

The "college environment" is not limited to the campus gates. Colleges are part of a larger community. Drunk students roam off-campus, local bars are favorite student hangouts, and the problems of alcohol-related crime extend across campus property lines.

Campus alcohol policies touch the neighboring vicinities just as town laws and restrictions affect the campus community. For example, if the local police choose to look the other way in the presence of underage drinking, no

school policy will keep students out of local bars. Likewise, if the college maintains a laissez-faire attitude, the rowdiness, vandalism and public disturbance from intoxicated students will not remain solely on the campus.

How does your administration approach the role of alcohol in town-gown relations? This is a hard topic to handle, but an extremely important one. A school and its neighbors have the power to do each other great harm or tremendous good, and they can work together to improve alcohol policies in the community.

## Sample Pitch Letter, Radio Talk Show

Judith Winston  
Bear College Health Services  
Bear College  
Debut, MA 08222  
616-867-1270

January 30, 1994

Ms. Stephanie Jones  
WEAJ  
62 Lloyd Street  
Debut, MA 08222

Dear Ms. Jones:

Last week three of Debut's young people were badly injured in a car crash driving home from happy hour at Bruno's Pub. This crash was only one of an endless series of alcohol-related injuries and deaths. WEAJ's "Morning Talk" is a perfect forum to discuss prevention measures for these tragic events.

Bars continue to promote excessive consumption of alcohol through "specials" — two drinks for the price of one — ladies' nights, happy hours. Sure, bar specials don't force young people in Debut to drink five or more drinks at a sitting. However, free or cheap drinks offered for a limited amount of time encourage our youth to drink hard and fast — often with devastating and tragic results.

The threat of alcohol-related car crashes is only part of the problem. Excessive alcohol consumption can lead to vandalism, violence, and unsafe sexual practices, all rampant on campus and in Debut. At Bear College alone, eight date rapes have been reported in the last nine months, sexually transmitted diseases increased 15%, and alcohol-related vandalism cost the college approximately \$10,000. Imagine these numbers in the larger community, and you're talking about a major menace.

An informal coalition of local and community leaders has come together to put an end to bar "specials." Police Chief Laura O'Donnell, and Matt Weddle of the Debut Alcohol Treatment Center, co-chairs of the group, would be glad to speak on your program. If you would like to hear from the other side, try David Sapp of the South Massachusetts Tavern Owners' Association. These people will provide an engaging and dramatic show. You can reach Chief O'Donnell at 867-2112, Mr. Weddle at 867-0915, and Mr. Sapp at 867-9970.

For further information, please feel free to contact me. I will call you next week to discuss bar specials and other possible show topics. Thank you for your consideration.

Sincerely,

Judith Winston  
Director

## Sample Op-Ed, Local Newspaper

### CONFESSIONS OF A DECOY: UNDERCOVER AND UNDERAGE by Steve Spinner

For the last six months I've been volunteering at the Debut police department. A lot of their volunteers from Bear College do things like teaching little kids about crime, taking care of the dogs and horses, helping the elderly. But not me. I've been buying drinks for the Debut police. OK, it's not quite like it sounds. Actually, I'm 19 years old, and I've been helping the police determine how frequently local bars and retail outlets sell booze to minors — by trying to buy alcohol. I don't keep any of the beer, or the wine, or the tequila, or the fake ID the police gave me. But I have walked away with a new perspective on how easy it is for underage drinkers to buy alcohol in Debut, and how little many of our tavern owners and beer wholesalers seem to care about safety or the law.

My job is pretty simple. I walk into a bar, supermarket, or beer distributor and ask for alcohol — a drink, or a six-pack, or a keg. I vary my routine — how much I ask for, time of day, part of town, what I wear. So far I've visited a total of 50 establishments, some more than once. If asked for identification, I show my fake ID — which sports a picture of someone else. If the clerk still refuses, I walk out sulking. I didn't have to sulk too often, because 7 times out of 10, I got what I asked for!

I have walked out of a store with a quart of tequila without being asked my age. My counterfeit ID has been glanced at and accepted without question. I have promised to bring an ID "next time" and carted off a keg. One store that refused to sell me a six-pack one day didn't hesitate to sell me a case of beer the following week.

Of course, a good number of Debut's salespeople and bartenders respect the law, and should not be lumped in with their less-conscientious peers. Several clerks at bars and stores refused to sell me alcohol under any circumstances, and were polite and firm in their refusal — some even threatened to call the police, and I congratulated them. But many establishments were far from consistent, conscientious, or law-abiding. I was surprised to find that stores with warning posters about underage drinking were just as likely to sell me booze as those without.

## Sample Op-Ed, Local Newspaper (continued)

I don't think we'll ever be able to stop all underage drinking among Bear College students and Debut's young people. But there's no reason to make it easy for minors to buy alcohol, and for alcohol vendors to get away with selling it to them.

There are a number of steps that our community can take to improve the current situation. The owners of bars, convenience stores, and beer outlets can make sure their employees know the law and are trained in identifying fake IDs. Adults who buy booze for minors, irresponsible bar owners, or youth who use fake IDs should face harsher penalties.

Similar efforts have begun nationally, some with promising results. Many states' driver's licenses have holograms, which are hard to reproduce, or warnings that the owner of the license is under 21. Yet these efforts have not stopped underage drinkers around the country from buying alcohol. A 1991 study done by the Insurance Institute for Highway Safety found that 19- and 20-year-olds were able to purchase booze between 80% and 97% of the times they tried to do so. That finding has since been confirmed by other organizations conducting similar sting operations in dozens of cities throughout the country.

Adults who sell alcohol to minors clearly think their profits are above the law, and more important than the health of young people like me. Well, the owners of bars, beer outlets, and liquor stores need to know that my volunteer period has not ended. No punitive action was taken this time, but this leniency won't continue. If I owned a beer store or tavern, I'd be more law-abiding from now on. You never know who you're selling to.

## Availability Of Alcohol On Campus

Initiating a total ban of alcohol on campus may not get as far as advocating to make it less readily available. Here are some ideas for reducing alcohol availability on campus.

1. Advocate for all parties to have a trained bartender who won't serve intoxicated guests.
2. Restrict the form in which alcohol is served — bottles and cans only, no "bulk beer" — kegs or party balls.
3. Insist that food and non-alcoholic drinks be available at all events where alcohol is served.
4. Request consistent policies for all official student, faculty, and alumni functions.
5. Encourage the administration and student council to pay for alcohol-free concerts, parties and other events as alternatives to alcohol-centered activities.
6. Request that existing alcohol policies be publicized and enforced.

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***"The availability of a non-incremental source of alcohol [i.e., kegs rather than individual cans or bottles] contributes to the abuse of alcohol. If alcohol is dispensed differently, it has a better chance of not being abused."***

— William Thomas, Vice President of Student Affairs at the University of Maryland, September 1990.<sup>10</sup>

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By reducing the availability of alcohol, the college provides a less alcohol-centered environment, and makes the campus a healthier place to learn, live and work.

Further, it reinforces the changing social norm that favors less drinking than is generally perceived. Policies and practices that offer non-drinking centered functions will attract both non-drinking and light-to-moderate drinking students, many of whom desire more social functions without alcohol present.

## Sample Op-Ed, Campus Newspaper

*Note: Op-Eds should be double-spaced when submitted for publication. The double-spaced format is not shown in the sample below.*

### ALCOHOL-FREE RESIDENCE HALLS: BREAKING THE LINK BETWEEN DRINKING AND CRIME

by  
Julie Tate

*"Alcohol, more than any other drug, has been linked with a high incidence of violence and aggression." 7th Special Report to the U.S. Congress on Alcohol and Health from the Secretary of Health and Human Services, 1989.*

Years ago, when asked to describe a college campus, many people would have depicted quiet, peaceful, safe havens of education. The image of the idyllic college remains — but only in the minds of people who do not live there. In reality, campus crime and disorder are serious and growing problems. In this country, 18,000 college students annually become victims of violent campus crime, including rape, murder, and assault. Many of these crimes are committed by members of the college community.

One culprit is involved in more crimes than any individual thief or vandal. Alcohol plays a major role in 80% of crimes on our campus and around the country. Not only do most crimes — from vandalism to robbery to date rape — involve a criminal under the influence of alcohol, but half of students who are victims of crime also report alcohol or other drug use shortly before being victimized.

Many campus crimes take place in our residence halls. Assaults, date rapes, and vandalism are often connected with parties or other situations where drinking occurs, and these often take place in student housing.

Alcohol-free residence halls would help fight crime on our campus by breaking the connection between crime and alcohol. Other colleges have taken this step, and report that crime in alcohol-free halls is noticeably lower than in the rest of the campus.

Alcohol-free living spaces will be quieter, calmer, and therefore more conducive to study and rest than most residence halls. They will have reduced risks of fire and other property damage — reducing costs for the college in insurance fees and repairs and decreasing student fees for damage done to common areas.

Many students would welcome the choice of living in safer, alcohol-free halls. A 1989 national study found that one-third of students prefer not to have alcohol available around campus; these people would welcome an alcohol-free haven. Alcohol-free halls are not restrictive — they are simply an option, like smoke-free residences.

Establishing alcohol and other drug-free residence halls is one of many necessary steps toward fighting crime at Bear College. Alcohol-related crimes can only happen where we give them a home. By creating alcohol-free spaces we will make our campus safer and take an important step toward kicking crime out of our community.

## Sample Letter To The Editor, Local Paper

Julie Carol  
Student Council  
Bear College  
Debut, MA 08222

January 30, 1994

Letters to the Editor  
The Debut News  
72 Lloyd Street  
Debut, MA 08200

Dear Editor:

Over the last several years, Bear College has implemented mandatory training for the servers of alcohol at every campus party. The policy has reduced on-campus drunkenness dramatically, but students still drink themselves sick at off-campus bars where untrained servers tend bar. City Council Ordinance 808 would change that. This ordinance mandates Debut's liquor establishments to train their bartenders and wait staff in alcohol safety.

Server training does more than just remind bartenders and wait staff to call a cab for a drunken patron. It teaches them how to tell if a person is intoxicated, how to suggest discreetly that the customer stop drinking, how to politely refuse to serve any more alcohol, and how to help keep patrons from becoming intoxicated in the first place.

Ordinance 808 will help the community and business owners, even though it won't prevent people from drinking. It will help Debut to combat many negative effects of public drinking, such as vandalism, impaired driving, and alcohol-induced assault. Establishments will also benefit from server training. Many insurers offer lower premiums to businesses with trained wait staff. In addition, server training means safer bars, reduced opportunity for customers to be hurt at the bar or on their way home, and a greater chance of repeat customers.

Our city council should pass Ordinance 808. Server training is an important step towards making our city a safer and healthier place to live.

Sincerely,

Julie Carol  
Student Council President  
Bear College

## Sample Pitch Letter To The Editor, College Newspaper

John Garcia  
Bear Students for Health  
Bear College  
Debut, MA 08222  
909-876-5432

January 30, 1994  
Ms. Robin Lightfoot  
Editor  
The College News  
Bear College  
Debut, MA 08222

Dear Ms. Lightfoot:

This year our administration will debate whether or not to ban kegs at Bear College. I urge The College News to support administrative proposals to end beer kegs at college and fraternity parties as a matter of community health.

Limiting the availability of free-flowing alcohol will make Bear a healthier campus. Drinking factors into poor health at Bear in more ways than are readily apparent. When students drink, alcohol weakens their immune systems, making them vulnerable to illness. Intoxicated students are much less likely to practice safer sex, increasing the risk of contacting sexually transmitted diseases and HIV/AIDS. Drinking is involved in more than 40% of personal injuries and more than 60% of unplanned pregnancies. In addition, a recent study found that one-third of Bear's students would prefer social events where alcohol is not served.

I have enclosed information about alcohol, health, and similar prevention measures taken by other schools. I would be glad to meet with you and your staff at your convenience. Judith Winston, the head of Health Services, has agreed to join me. I will call you next week to set a time when we can discuss kegs and other campus health issues.

Sincerely,

John Garcia  
Bear Students for Health  
Bear College

## A Wider Approach To Alcohol-Related Problems On Campus

Your campus may have some alcohol-related prevention programs. Find out what kinds of treatment programs your school offers to students with alcohol-related illnesses, and suggest that these programs be expanded and promoted.

These programs are essential elements of alcohol problem prevention efforts. They are part of a continuum which includes prevention and education, intervention, treatment, and after care. Always advocate for a wider approach to alcohol-related problems on campus. Support the efforts to help individuals, and point out the conditions in the community which influence individuals' choices.

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***“[E]ducational campaigns will be ineffective in campus environments that encourage drinking and deny or ignore the risks associated with drinking.”***

— Marin Institute, *Progress Report: Alcohol Promotion on Campus*, November 1991.<sup>11</sup>

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If the college has policies restricting drinking to certain places, encourage the enforcement of these policies. Raise discussion about the role alcohol plays in campus life.

About these sample tools:

These sample tools for gaining access to the media are examples of how media

events can be created.

**The sample letter to the editor is a call to action.** If the letter stirs activity, more media coverage may be generated. [When sending a letter to several people, be sure to note all recipients of the letter at the bottom of the page.]

**The sample news release is used to announce survey results, an upcoming event and policy initiative.** The news release may prompt media coverage of the student event and, as a media advocate, you will need to help frame the story to include the policy initiative and survey results, too.

**The sample speech is a good example of how to create a media event.** College administrators have many occasions to give speeches — discussing the budget, welcoming parents or new students, making policy statements. Educate the administration about alcohol policy issues, and they may be persuaded to discuss alcohol-related issues in an upcoming speech. If alcohol policy issues will be covered, alert the media about the upcoming speech by sending out a news release. At the event, be sure to have a transcription of the speech or comments available. It will be a useful resource for further media activity.

Remember the importance of selecting an appropriate and persuasive spokesperson. When addressing alumni, get an alumnus/alumna to speak for the organization or try to convince a popular and trusted dean to give the speech. This tactic will bring more credibility to your organization's efforts.

## Sample Letter To The Editor Of Alumni, Faculty, Or Parents' Newsletter

Richard Kightlinger  
231 First Street  
Boston, MA 08123

January 30, 1994

Ms. Wendy Berman  
Editor, Alumni Newsletter  
Bear College  
19 Gummere Drive  
Debut, MA 08222

Dear Ms. Berman:

As a Bear College alumnus, I care deeply about the academic success of Bear students. I know from my years at Bear that our faculty care even more, and they would do anything to help their students learn and thrive.

Drinking has become an integral part of the college experience, despite the fact that three-fourths of Bear's students are underage. The effect of this drinking culture on our students' academic success has been a concern for a long time. Last year, college administrators said that alcohol contributed to 41% of cases of academic failure and 28% of student attrition. Nearly 7% of freshmen who drop out do so because of alcohol-related problems, and a 1992 survey reports that the more a college student drinks, the worse his or her grades will be.

One way to help Bear students thrive academically is to de-emphasize alcohol's role at the college-sponsored functions alumni attend. Let us make a stand in our social lives which reflects our belief that alcohol and academics do not mix; let's eliminate alcohol from alumni and faculty parties. It is high time to take some action — even symbolic action — to counteract the harm which drinking does to the academic lives of our students.

I do not suggest that alumni, faculty and adult students cannot drink at private functions. However, Bear College, an academic institution, should send a consistent message — by making all college-sponsored events alcohol-free.

Sincerely,

Richard Kightlinger  
Class of 1980

cc: Doug Douglas, Faculty President  
Ginny Smith, Editor, Faculty Newsletter  
Robert Read, Alumni President

## Sample News Release

**Note:** News Releases should be double-spaced when submitted for publication. The double-spaced format is not shown in the sample below.

### HEALTHY OPTIONS IN PARTYING

Bear College  
1234 Campus Drive  
Debut, Massachusetts 08222

FOR IMMEDIATE RELEASE  
January 30, 1994

For more information:  
CONTACT: Margaret Ann Charles  
(101) 234-5678

### SURVEY FINDS STUDENTS WANT MORE ALCOHOL-FREE EVENTS

Most Bear College students would attend alcohol-free social activities if they were offered, according to a survey released today by Healthy Options in Partying (HOP), a student-run pro-health organization. The survey found that: one-third of students preferred alcohol-free activities; one-fifth of students drank less this year than the year before, and one-fourth of students would choose alcohol-free housing if given the option.

"This survey shows that Bear students of the '90s are healthier and smarter than students 30 years ago. We want to party — but we can do it without alcohol," said Tony Edwards, student chairman of HOP.

HOP will organize college-wide alcohol-free events and request assistance from Bear's administration and student government in response to the survey results. HOP's first alcohol-free event is a dance concert featuring New Potato Caboose. Admission is free to all Bear College students and will be held this Friday, February 4th, at 10 p.m. in Droopin Hall.

The group is seeking \$14,000 from Bear's administration for alcohol-free events. Last year the administration spent \$30,000 on student entertainment, but reserved only \$5,000 for alcohol-free activities. HOP also called for an end to the sponsorship of college activities by alcohol companies.

"When beer companies sponsor a concert, we're told that beer should be part of the event. It makes it seem like drinking is normal in all social activities, and that's ridiculous," explained Laura Olsen, a sophomore in the College of Business.

Edwards added: "Last year more than half of our concerts and dance parties were sponsored in whole or in part by alcohol companies. This year, HOP will make sure that things are different." HOP will lobby alternative corporations to sponsor events and replace funds from alcohol companies. Others pointed out the supplemental benefits of fewer alcohol-related activities.

"If the administration helps HOP, it will regain its investment quickly. More alcohol-free events will reduce drinking, which means less expense associated with vandalism, law-enforcement, personal injury, and health care," said Health Services Director Judith Winston, staff advisor to the student group.

The survey posed twenty Yes-or-No questions, such as: "Do you drink alcohol?" "Would you attend an alcohol-free dance party?" "Has alcohol ever interfered with your studies?" and "Do you prefer alcohol-free social activities?" HOP's survey was completed by a random, representative sample of 150 students.

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## Sample Speech Language, By A College Representative

(TOPIC: IMPROVING THE CAMPUS COMMUNITY.)

TO MAKE OUR COMMUNITY HEALTHIER, WE MUST EXAMINE THE WAYS IN WHICH ALCOHOL APPEARS IN OUR LIVES, AND ADJUST BEAR'S POLICIES ACCORDINGLY. OUR PREVENTION POLICIES NOW DEAL ONLY WITH WHERE AND HOW ALCOHOL IS SERVED. WE MUST GO BEYOND THIS, AND LOOK AT HOW AND WHERE DRINKING IS ACTIVELY ENCOURAGED, AND HOW IT IS PRESENTED AS PART OF OUR COMMUNITY.

LET'S QUESTION THE PROPRIETY OF HAVING BEER COMPANIES SPONSOR OUR FOOTBALL GAMES. LET'S ASK WHAT MESSAGE WE AS A COMMUNITY SEND WHEN A TEQUILA COMPANY SPONSORS OUR SPRING FESTIVAL. WE MUST REALIZE THAT OUR CAMPUS NEWSPAPER HAS GROWN DEPENDENT ON ALCOHOL COMPANIES AND BARS FOR ADVERTISING REVENUE. IT IS TIME TO ASK OURSELVES IF FINANCIAL DEPENDENCE ON ALCOHOL ADVERTISERS IS A HEALTHY ARRANGEMENT.

WE MUST LOOK AT THE LARGER COLLEGE COMMUNITY. CERTAINLY OUR FACULTY AND ALUMNI, ALL OF WHOM ARE OVER 21, HAVE THE LEGAL RIGHT TO DRINK. FACULTY MEMBERS DRINKING AT BUSINESS MEALS MAY BE ALL RIGHT, BUT IS DRINKING THE BUSINESS OF THE COLLEGE? ALUMNI DRINK AT REUNIONS, BUT IF THESE REUNIONS ARE SPONSORED BY BEAR, WHAT ARE WE SAYING ABOUT COLLEGE ENDORSEMENT OF ALCOHOL?

ALCOHOL-RELATED PROBLEMS GO FAR BEYOND ALCOHOLISM AND IMPAIRED DRIVING; OUR RESPONSES TO THESE PROBLEMS MUST GO FAR BEYOND TREATMENT FOR ALCOHOLICS, BEYOND DESIGNATED DRIVER PROGRAMS. IT'S TIME FOR BEAR TO THINK ABOUT ALCOHOL AS A COMMUNITY ISSUE — AFFECTING A POPULATION WHICH IS LARGELY UNDER 21 AND WHOLLY DEDICATED TO ACADEMIC SUCCESS.

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## Sources For Facts Used In Sample Media Tools

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### Alcohol Advertising and Promotion On Campus

❑ Sample letter to the editor, campus newspaper:

Women are more likely to become dually dependent.

Office for Substance Abuse Prevention, *Strategies for Preventing Alcohol and Other Drug Problems on College Campus: Program Administrator's Handbook*, 1991.

Women with eating disorders are highly prone to drinking until they pass out.

Krahn, Dean, et. al., *The Relationship of Dieting Severity to Alcohol and Other Drug Use in Young Women*, American Psychiatric Association, Washington, D.C., 1992.

*New England Journal of Medicine* report, cited in *The New York Times*, "Study Tells Why Alcohol is Greater Risk to Women," January 11, 1990.

### The Campus and The Surrounding Community

❑ Sample Pitch Letter:

Connection between vandalism, violence and alcohol.

Anderson, David, and Pressley, George, *Drug and Alcohol Survey of Community, Technical and Junior Colleges*, George Mason University, 1991.

Connection between date rape, sexually transmitted diseases and alcohol.

University of California, Berkeley, *Consider the Connections — Alcohol/drugs, Sexuality/sociability, and Beyond, Consider the Connections Campus Index*, June 1990.

Connection between unsafe sexual practices and alcohol.

National Institute on Alcohol Abuse and Alcoholism, *Alcohol Alert*, No. 15, PH311, January 1992.

### Availability Of Alcohol On Campus

❑ Sample Op-Ed, campus newspaper:

Alcohol is linked with violence and aggression.

*Sources For Facts Used In Sample Media Tools*

U.S. Department of Health and Human Services, *Seventh Special Report to the U.S. Congress on Alcohol and Health from the Secretary of Health and Human Services, 1989*, cited in Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

18,000 college students yearly become victims of crime.  
National Victim Center, "Crime, Safety and You!" (quarterly newsletter)  
Vol. 2, Issue 1, October 1991.

Most crimes involve a drunk criminal, and half of victims of crime had been using alcohol or other drugs.

Dodge, Susan, "Campus Crime Linked to Students' Use of Drugs and Alcohol," *Chronicle of Higher Education*, January 17, 1990, cited in U.S. Department of Health and Human Services, Office of the Inspector General, *Youth and Alcohol: Dangerous and Deadly Consequences*.

Many crimes take place in residence halls.

Charney, Merle, American College Health Association, 1992.

Drinking often takes place in residence halls, and where students live.

Presley, Cheryl A., Ph.D., and Meilman, Philip W., Ph.D., *Alcohol and Drugs on American College Campuses: A Report to College Presidents*, Southern Illinois University, July 1992.

30% would prefer not to have alcohol around campus.

Ibid.

80% of all campus vandalism is alcohol-related.

*Chronicle of Higher Education*, July 1982, cited in Office for Substance Abuse Prevention, op. cit.

□ Sample Letter to the Editor, local paper:

For more information on lower insurance premiums for trained servers, contact: Health Communications, Inc., Suite 100, 600 New Hampshire Ave., NW, Washington, D.C. 20037; call 202-333-8267.

Students drink less when served by a bartender than in a self-serve environment.

Kalisher, M.J., *Behavior Analysis of Alcohol Consumption and Impairment at University Parties*, doctoral dissertation, Virginia Polytechnic Institute and State University, 1989, cited in Office for Substance Abuse Prevention, op. cit.

□ Sample Pitch Letter to the Editor, college paper:

Students drink less when served by a bartender than in a self-serve environment.

Ibid.

40% of personal injury.

Anderson and Pressley, op. cit.

60% of unplanned pregnancies.

University of California, Berkeley, op. cit.

Alcohol and the immune system.

National Institute on Alcohol Abuse and Alcoholism, op. cit.

Connection between unsafe sexual practices and alcohol.

Ibid.

## **A Wider Approach To Alcohol-Related Problems On Campus**

□ Sample letter to the editor:

41% of cases of academic failure, 28% of cases of student attrition are associated with alcohol.

Anderson, David, and Gadaletto, Angelo, *The College Alcohol Survey*, George Mason University, 1991.

7% of dropouts are associated with alcohol.

Office for Substance Abuse Prevention, op. cit.

The more a student drinks, the worse his/her grades will be.

Presley and Meilman, op. cit.

□ Sample news release:

33.2% of students surveyed said that they would rather not have alcohol available at campus events.

Ibid.

## ENDNOTES

*For the second edition, material was adapted from training materials developed by the Advocacy Institute, the Berkeley Media Studies Group, and the Marin Institute for the Prevention of Alcohol and Other Drug Problems. See Appendix C — Resources for contact information.*

<sup>1</sup>*Media Advocacy and Public Health: Power for Prevention*, Lawrence Wallack, Lori Dorfman, David Jernigan, Makani Themba, Sage Publications: Newbury Park, California, 1993, p. 27.

<sup>2</sup>*Youth and Alcohol: Advertising That Appeals to Youth*, Dr. Antonia Novello, The Surgeon General's Report, November 1991.

<sup>3</sup>Healthy People 2000, National Health Promotion and Disease Prevention Objectives, September 1990.

<sup>4</sup>Former Surgeon General C. Everett Koop.

<sup>5</sup>*Media Strategies for Smoking Control: Guidelines*, U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health, 1988, p. 8. (Out of print)

<sup>6</sup>Daniel Schorr, News Commentator, quoted in *Strategic Communications for Nonprofits: Designing a Public Interest Campaign*, p. 7.

<sup>7</sup>From training materials prepared by the Berkeley Media Studies Group.

<sup>8</sup>Wallack, et. al., p. 67.

<sup>9</sup>Marin Institute, *Progress Report: Alcohol Promotion on Campus*, November 1991.

<sup>10</sup>William Thomas, Vice President of Student Affairs at the University of Maryland, quoted in *The Washington Post*, September 20, 1990, cited in Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

<sup>11</sup>Marin Institute, op. cit.

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# APPENDIX A — Arguments and Responses

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## Some Responses To Difficult Questions People Ask About The Public Health Approach To Alcohol Problems And Arguments The Alcohol Industry Often Uses

**1. Where are we going to get the money to counteract industry millions?**

“Power comes in two forms — money and people.”<sup>1</sup> The alcohol industry spends a large amount of money because they represent a small number of people. Our primary focus in changing alcohol policy is to organize *people*: citizens’ groups, students, the recovering community, parents, government and campus administrators, health educators, legislators, health care providers, researchers and others. These constituencies represent an enormous number of committed people willing to work for an environmental approach to the prevention of alcohol problems.

**2. If I am a responsible vendor, why should I reduce my sales?**

If you are a responsible vendor, your overall sales may not be reduced at all. Diversifying your income by offering nonalcoholic beverages, food, and entertainment promotes the idea of “responsible hospitality,” attracts nondrinkers and light drinkers, reduces the problematic situations caused by heavy consumption, including legal liability, and shows you are responsive to community concerns.

**3. Don’t they have the right to drink themselves to death? Isn’t it the individual’s problem?**

The consequences of alcohol use extend far beyond the individual with alcohol problems. Consequences include alcohol-related fatalities and injuries, birth defects, violent crimes and suicide; the social costs resulting from reduced productivity and premature death; the expenses of treatment and support; and the incalculable cost of human suffering.<sup>2</sup>

**4. Since only 10% of the population have an alcohol problem, aren’t you overreacting? Aren’t you just a neo-prohibitionist?**

The 10% statistic refers only to chronic, heavy drinkers. An estimated 18 million adults over the age of 18 experience problems as a result of alcohol use.<sup>3</sup> Most of these problems are preventable, and prevention of these problems does not require the elimination of alcohol. Our goal is not prohibition, but the creation of an environment where abstinence is always acceptable, heavy use is discouraged, and use in high risk situations is eliminated.

**5. What about "real" drugs and our students?**

Alcohol is a real drug. Although the use of alcohol is illegal for underage youth, beer is the number one drug of choice among youth, while young people drink 35% of all wine coolers.<sup>4</sup> Nearly a third of all deaths among males between the ages of 15 and 24 are alcohol-related.<sup>5</sup>

**6. Why should I give up my freedom to buy alcohol where I choose?**

Research has shown there is a direct link between the physical availability of alcohol and the level of alcohol problems in a society. Regulating where alcohol can be sold in your community will help to make your environment a safer place for you, your family, friends, and neighbors.

**7. How do I get people to come to my event without serving alcohol?**

Emphasize that your event will provide people with experiences they want, i.e., meeting and being with people they are interested in, while participating in activities they find exciting and engaging. Whether or not you serve alcohol, provide alternative beverages and food.

**8. Do you drink?**

Will whether or not I drink make a difference in what you think about my presentation today?

Whether or not I drink is an individual issue. The public health approach focuses on environmental influences on the drinking practices of our society as a whole, rather than on individual drinking practices. Changing societal and group patterns of alcohol use is the public health focus, rather than individual behavior. If I talk about whether or not I as an individual drink, it will change the focus of my presentation back to the individual.

**9. How will the campus paper and broadcast outlets replace revenues which come from alcohol ads? And aren't you people promoting censorship when you say you want to ban alcohol ads?**

Alcohol advertising in itself is not what concerns us. It is the deliberate deception and distortion, exclusion of health information, promotion of problem denial, and targeting of groups at high risk of alcohol problems (like the students on this campus) that is our concern.

**10. What about my individual freedom?**

Freedom includes freedom from certain pressures as well as the freedom to do certain things. The students on this campus have a right to experience college without the constant pressure to drink. Non-drinkers deserve the freedom to abstain without stigma. Drinkers should be free to drink without risk of adverse

consequences. This means that alcohol must be served responsibly. Protecting some freedoms may appear to impinge on the rights of others. However, we have come to accept many such limits, such as wearing seatbelts and maximum speed limits, because in the larger picture we all benefit from them.

**11. Why shouldn't we accept alcohol industry money to support our project?**

The alcohol industry and the public health approach to alcohol problems are in direct conflict. The industry earns the bulk of its revenues from heavy drinkers. Its financial interest lies in increasing consumption in general by increasing the number of people who drink, and encouraging heavier consumption by drinkers. The industry's strategies are always aimed at increasing consumption, while the public health approach includes making abstinence acceptable and eliminating heavy consumption. The industry uses donations to private organizations and sponsorship of student organizations to influence the activities of these organizations to meet the industry's objectives.

**12. We don't market to underage consumers. Parents have the primary responsibility to educate their children and guide their behavior. Why market to people who can't buy our products? We can't control who sees our ads.**

The industry markets indiscriminately, reaching across all age, generation, ethnic, and economic boundaries. The use of celebrities, sports heroes, popular music performers, and promotional events that appeal to young people (rock concerts, bike races, motorsport races, etc.) clearly indicates marketers' intent to attract young people to alcohol products. Many college newspapers and campuses, where the majority of students are under the legal drinking age, are awash in advertising and promotions for alcoholic beverages and events at which alcohol plays a key role.

**13. The alcoholic beverage industry is a good corporate citizen. Beverage producers, their distributors and trade associations, and retailers support many worthy community activities, causes, and events. These community benefits might not even exist were it not for this support.**

We must recognize that many worthy causes are dependent on "dirty money." It is counterproductive to attack a needy beneficiary; instead, it is better to expose the true motives of the givers.

Alcohol companies are not charitable institutions; their "philanthropy" is part of a calculated effort to promote their products and to weaken community support for alcohol problem prevention efforts. Alcohol money can be used for honorable purposes, but it always requires a pay-back. By aligning itself with worthwhile causes, the industry attempts to establish "innocence by association." The degree of "good citizenship" companies exercise is best measured less by the good they do than by the marketing strategies they use.

#### 14. Advertising restrictions interfere with free speech rights.

The "free speech" that many countries protect almost always refers to political and artistic speech. Nearly all governments, including the United States, regulate commercial speech, making illegal any advertisements that are untruthful or misleading. Recent U.S. Supreme Court cases on advertising restrictions and U.S. Circuit Court rulings specifically on alcohol advertising restrictions have uniformly upheld restrictions based on reasonable public policy goals. Reducing alcohol consumption and alcohol problems is one such goal. Freedom from addiction and disease is as important as free speech. Alcoholic beverage companies regularly silence free speech about health and safety by using their advertising clout in newspapers and magazines and on television to silence unwanted views of their products.

### APPENDIX A ENDNOTES

These arguments and responses were adapted from training materials developed by the Marin Institute for the Prevention of Alcohol and Other Drug Problems.

<sup>1</sup>Alinsky, S., "Playboy Interview: Saul Alinsky," *Playboy*, March 1972.

<sup>2</sup>Rice, D.P., Kelman, S., Miller, L.S., Dunmeyer, S., *The Economic Costs of Alcohol and Drug Abuse and Mental Illness: 1985*, report submitted to the Office of Financing and Coverage Policy of the Alcohol Drug Abuse and Mental Health Administration, USDHHS, Institute for Health and Aging, University of California, San Francisco, CA, 1990.

<sup>3</sup>Williams, G., Hartford, T., and Parker, D., "Demographic Trends, Alcohol Abuse and Alcoholism, 1985-95," *Epidemiologic Bulletin* 15, in press, from U.S. Department of Health and Human Services, Sixth Special Report to the U.S. Congress on Alcohol and Health, National Institute on Alcohol Abuse and Alcoholism, Rockville, MD:DHHS Publication No. (ADM) 87-1519, 1987.

<sup>4</sup>Kusserow, Richard P., *Youth and Alcohol: A National Survey of Drinking Habits, Access, Attitudes and Knowledge*, Office of Inspector General, U.S. Department of Health and Human Services, Washington, D.C., June 1991.

<sup>5</sup>Centers for Disease Control, "Alcohol Related Mortality and Years of Potential Life Lost — United States, 1987," *Mortality and Morbidity Weekly Report*, March 23, 1990.

<sup>6</sup>Bruun, K., Edwards, G., Lumio, M., Makela, K., Pan, L., et. al., *Alcohol Control Policies in Public Health Perspective*, The Finnish Foundation for Alcohol Studies, Helsinki: Finnish Found.

<sup>7</sup>Jacobson, M., Atkins, R., and Hacker, G., *The Booze Merchants*, Center for Science in the Public Interest, Washington, D.C., 1983.

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# APPENDIX B — FACT SHEETS

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## Alcohol and Academics

**Nearly 7% of first year students who drop out do so because of alcohol-related problems.**

Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

**College administrators link alcohol with over 40% of incidents of lowered academic performance.**

Anderson, David, and Pressley, George, *Drug and Alcohol Survey of Community, Technical and Junior Colleges*, 1991, George Mason University.

**25% of cases of attrition are related to alcohol use.**

Ibid.

**Missing classes or work is the most common indicator of a student's alcohol-related problems.**

Ibid.

**As many students will eventually die of alcohol-related causes as will eventually get their masters and doctors degrees.**

Office for Substance Abuse Prevention, op. cit.

**College presidents cited alcohol abuse as the campus life issue of greatest concern.**

The Carnegie Foundation for the Advancement of Teaching, *Campus Life: In Search of Community*, Princeton University Press, 1990, cited in Office for Substance Abuse Prevention, op. cit.

**On average, the more a student drinks, the lower his/her grades will be.**

Presley, Cheryl A., Ph.D., and Meilman, Philip W., Ph.D., *Alcohol and Drugs on American College Campuses: A Report to College Presidents*, Southern Illinois University, July 1992.

**33.2% of students surveyed said that they would rather not have alcohol available at campus events.**

Ibid.

## Alcohol Advertising and Sponsorship

**Alcohol advertising can influence youths as well as adults in their decision about drinking. Sponsorships and promotions on college campuses by alcohol producers and the use of celebrities and youth-oriented musical groups in advertising create a pro-use drinking environment.**

Healthy People 2000, *National Health Promotion and Disease Prevention Objectives*, September 1990, cited in Office for Substance Abuse Prevention, *Bulletin: Take a Look at College Drinking*, April 1992.

**37% of all college newspaper alcohol advertisements encourage excessive drinking.** Walfish, Steven et. al., *International Journal of Addictions*, 16:941-945, 1981, cited in Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

**Approximately 35% of all college newspapers' advertising revenue comes from alcohol advertisements.**

Breed, et. al., *Alcohol Advertising in College Newspapers: A Seven Year Follow-Up*, In Press, cited in Office for Substance Abuse Prevention, op. cit.

**10% of big brewers' revenue comes from college students. In 1989 this meant \$1.02 billion in sales for Anheuser-Busch and \$353.4 million for Miller.**

*The Wall Street Journal*, October 6, 1989; Anheuser-Busch Companies Inc., *Annual Report*, 1989; Philip Morris Companies, Inc., *Annual Report*, 1990, cited in Marin Institute, *Progress Report: Alcohol Promotion on Campus*, November 1991.

**Exposure to beer advertising and peer influence are the two greatest predictors of adolescent beer drinking.**

Atkin, et. al., "Teenage Drinking: Does Advertising Make a Difference?" *Journal of Communication*, 34:157-67, 1984, cited in Office for Substance Abuse Prevention, op. cit.

**In 1984-5, a study found that the average college newspaper had over 40 column inches of alcohol advertising per issue, compared to 2 column inches for book advertisements and 1 inch for soft drink advertising.**

CASS Student Advertising, Inc., *1981-2 National Rate Book and College Newspaper Directory*, Evanston, IL, cited in Office for Substance Abuse Prevention, op. cit.

**College students spend approximately \$4.2 billion yearly on alcohol (more than it costs to operate campus libraries and fund all scholarships and fellowships nationwide.)**

Office for Substance Abuse Prevention, op. cit.

**College students consume an estimated 430 million gallons of beer, wine and liquor per year. This is enough alcohol to fill 3,500 Olympic-sized swimming pools.**

Ibid.

**Approximately 20% of the consumers of 'Light' beer are 18-24 years old.**  
Simmons Market Research Bureau, 1987.

**In 1991, 21% of colleges prohibited alcohol advertising in their campus newspapers.**

Anderson, David, and Gadaletto, Angelo, *The College Alcohol Survey*, George Mason University, 1991.

**The alcohol industry spent between \$15 and \$20 million on advertising targeted at college youth in one year.**

Marin Institute for the Prevention of Alcohol and Other Drug Problems, Spring Newsletter, 1990, cited in *The New York Times*, February 27, 1992.

**25% of colleges do not permit the alcohol industry to sponsor campus events.**

*Peterson's Survey of Drug and Alcohol Programs and Policies at Four Year Colleges*, Peterson's Guides, Princeton, NJ, 1989, cited in Marin Institute, op. cit.

## Alcohol Availability

**25% of four-year college campuses ban beer. 32% ban hard liquor. Almost 90% of colleges require that food be available at parties where alcohol is served.**

Anderson, David, and Gadaletto, Angelo, *The College Alcohol Survey*, George Mason University, 1991.

**College students drink less alcohol when it is served by a bartender than when it is available in self-service (i.e., from a keg).**

Kalisher, M.J., "Behavior Analysis of Alcohol Consumption and Impairment at University Parties," doctoral dissertation, Virginia Polytechnic Institute and State University, 1989, cited in Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

**"The availability of a non-incremental source of alcohol [i.e., kegs rather than individual cans or bottles] contributes to the abuse of alcohol. If alcohol is dispensed differently, it has a better chance of not being abused."**

William Thomas, Vice President of Student Affairs at the University of Maryland, quoted in *The Washington Post*, September 20, 1990, cited in Office for Substance Abuse Prevention, op. cit.

## Alcohol and Crime

**Alcohol, more than any other drug, has been linked with a high incidence of violence and aggression.**

U.S. Department of Health and Human Services, *Seventh Special Report to the U.S. Congress on Alcohol and Health from the Secretary of Health and Human Services*, 1989, cited in Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

**An estimated 80% of all campus vandalism is alcohol-related.**

*Chronicle of Higher Education*, July 21, 1982, cited in Office for Substance Abuse Prevention, op. cit.

**Alcohol contributes to 70% of violent behavior on campus.**

Anderson, David, and Gadaletto, Angelo, *The College Alcohol Survey*, George Mason University, 1991.

**Alcohol and other drugs factor into approximately 80% of all crimes.**

National Victim Center, *Crime, Safety and You!* (quarterly newsletter), Vol. 2, Issue 1, October 1991.

**46% of students who reported committing crimes said that they were using alcohol at the time.**

Marin Institute, *Progress Report: Alcohol Promotion on Campus*, November 1991, cited in Dodge, Susan, "Campus Crime Linked to Students' Use of Drugs and Alcohol," *Chronicle of Higher Education*, January 17, 1990.

**Almost 50% of college students who had been victims of crime said that they had used drugs or alcohol before the time of the crime.**

Dodge, op. cit., cited in U.S. Department of Health and Human Services, Office of the Inspector General, *Youth and Alcohol: Dangerous and Deadly Consequences*.

**Annually, over 18,000 students on college campuses became victims of violent campus crime, including rape, murder, and assault.**

National Victim Center, op. cit.

## Alcohol and Date Rape

**"College men get smashed and break something; college women get smashed and get broken."**

Wilson, Robin, "Better Times At Chico State," *Prevention File*, University of California, San Diego, Fall 1990.

**A campus rape is reported every 21 hours, which translates into 6,000 rapes each year.**

National Victim Center, *Crime, Safety and You!* (quarterly newsletter) Vol. 2, Issue 1, October 1991.

**Alcohol use is one of the highest predictors of a college woman's rape.**

Abbey, Antonia, "Acquaintance Rape and Alcohol Consumption on College Campuses: How Are They Linked?," *Journal of American College Health*, January 1991, cited in U.S. Department of Health and Human Services, Office of the Inspector General, *Youth and Alcohol: Dangerous and Deadly Consequences*.

**75% of college men and 55% of college women involved in acquaintance rape were drinking or using drugs just before the attack.**

University of California, Berkeley, *Consider the Connections — Alcohol/drugs, Sexuality/sociability, and Beyond; Consider the Connections Campus Index*, June 1990.

**The U.C. Berkeley Police Department said that every reported acquaintance rape on campus in a two-year period involved the use of alcohol by one or both people.**  
Ibid.

**Alcohol is advertised by the media as an accompaniment to sexual activity and as something that increases sexual attractiveness.**

Burgess, Ann Wolbert, ed., *Rape and Sexual Assault, a Research Handbook*, Ch. 7: Sexual Assaults on College Campuses, Garland Publishing, 1991.

**Instances have been noted where college men engineered parties with the goal of getting women drunk so that the women would be unable to refuse sex.**

Illinois Coalition Against Sexual Assault, *Coalition Commentary*, Spring 1990.

**46% of sexual assault victims who had been drinking believed that the perpetrator had planned the event and encouraged the victim to drink beyond her tolerance.**

Ibid.

**Women become drunk faster than men because their stomachs have less of a certain enzyme which neutralizes alcohol, so more alcohol enters the bloodstream.**

"Study Tells Why Alcohol is Greater Risk to Women," *The New York Times*, January 11, 1990.

## Drinking Habits

**Nearly 4% of college students — nearly 1/2 million — drink every day.**

Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

**77% of college students drink monthly.**

Johnston, Lloyd D., et. al., *National Survey of High Schools and Colleges*, National Institute on Drug Abuse, 1989.

**Half of college men and a third of college women get drunk at least once a month.**

Wechsler, Henry, and Isaac, Nancy, *Alcohol and the College Freshman: Binge Drinking and Associated Problems*, AAA Foundation for Traffic Safety, D.C., January 1991.

**9 out of 10 college students drank in the last 12 months; this number has remained the same throughout the 1980s.**

"College Drinking: Changes in Attitude and Habit," *The New York Times*, March 7, 1990.

**The proportion of students who said getting drunk was a somewhat or very important reason for drinking was two to three times higher in 1989 than in 1977.**

*The Journal of the American Medical Association*, June 1992.

**42% of students consume 5 or more drinks in one sitting (binge drink) at least every two weeks.**

Presley, Cheryl A., Ph.D., and Meilman, Philip W., Ph.D., *Alcohol and Drugs on American College Campuses: A Report to College Presidents*, Southern Illinois University, July 1992.

**Only 11% of college students entirely refrain from drinking.**

Ibid.

**For traditional (under 24) students, the smaller the school, the more they drank; students attending schools of less than 2,500 drank the most.**

Ibid.

**45% of students surveyed reported using alcohol on a weekly or more frequent basis; 23% of students drink 3 or more times a week.**

Ibid.

**College students drink an average of 5.11 drinks per week; 7.8% of students drink 16 or more drinks per week.**

Ibid.

## Alcohol and Health

**Alcohol is involved in over 40 percent of campus incidents of injury to self or others.**

Anderson, David, and Pressley, George. *Drug and Alcohol Survey of Community, Technical and Junior Colleges*, George Mason University, 1991.

**2/3 of college women with unplanned pregnancies were intoxicated at the time of conception.**

University of California, Berkeley, *Consider the Connections — Alcohol/drugs, Sexuality/sociability, and Beyond; Consider the Connections Campus Index*, June 1990.

**3/5 of college women diagnosed with a sexually transmitted disease were intoxicated at the time of infection.**

Ibid.

**“Students are at an age where experimentation with alcohol is common, and many develop patterns of use which follow them throughout their adult lives. Use of alcohol tends to blur sexual decision-making, prompting people who would not otherwise do so, to engage in sex without precautions against conception or sexually-transmitted diseases.”**

Ibid.

**A single drinking episode can depress certain basic immune responses of white blood cells among healthy individuals.**

National Institute on Alcohol Abuse and Alcoholism, *Alcohol Alert*, No. 15, PH311, January 1992.

**Over one-fifth of people with AIDS are in their 20's. Because the latency period between HIV infection and onset of symptoms is about ten years, most of these people probably became infected with HIV as teenagers, many while in college.**

Center for Population Options, *Fact Sheet: Adolescents and Sexually Transmitted Diseases*, August 1990.

**1 in 6 freshmen interviewed report having had unplanned sex after drinking.**

Wechsler, Henry, and Isaac, Nancy, *Alcohol and the College Freshman: Binge Drinking and Associated Problems*, AAA Foundation for Traffic Safety, Washington, D.C., January 1991.

**Dieting in young women is associated with increased alcohol use, abuse, and dependence; dieting severity is related to frequency of altered mental status due to drinking and to a number of negative consequences of alcohol use.**

Krahn, Dean, et. al., *The Relationship of Dieting Severity to Alcohol and Other Drug Use in Young Women*, American Psychiatric Association, Washington, D.C., 1992.

## Useful Quotes

**"[E]ducational campaigns will be ineffective in campus environments that encourage drinking and deny or ignore the risks associated with drinking."**

Marin Institute, *Progress Report: Alcohol Promotion on Campus*, November 1991.

**"Use of alcohol and other drugs tends to blur sexual decision-making, prompting people who would not otherwise do so, to engage in sex without precautions against conception or sexually-transmitted diseases."**

University of California, Berkeley, *Consider the Connections — Alcohol/drugs, Sexuality/sociability, and Beyond, Consider the Connections Campus Index*, June 1990.

**"It was at a party and everyone appeared to be drinking beer. Guys would assume that because alcohol was being consumed they could get what they wanted and that girls would be willing."**

Burgess, Ann Wolbert, ed., *Rape and Sexual Assault, a Research Handbook*, Ch. 7: Sexual Assaults on College Campuses, Garland Publishing, 1991.

**"Sponsorships and promotions on college campuses by alcohol producers and the use of celebrities and youth-oriented musical groups in advertising create a pro-use drinking environment."**

Healthy People 2000, *National Health Promotion and Disease Prevention Objectives*, September, 1990, cited in Office for Substance Abuse Prevention, *Bulletin: Take a Look at College Drinking*, April 1992.

**"[Alcohol] ads tell our youths that ... high-risk activities go hand in hand with alcohol. Alcohol in actuality goes hand in hand with every other cause of serious injury, and even death."**

*Surgeon General's Report, Youth and Alcohol — Advertising That Appeals to Youth*, December 4, 1991.

**"[W]e need to focus beyond the individual drinker to the broader societal, political, and economic forces which contribute to alcohol-related problems."**

Ibid.

**"If this culture of alcohol abuse is not confronted, then what? If not now, when? If not by us, by whom?"**

Wilson, Robin, "Better Times At Chico State," *Prevention File*, University of California, San Diego, Fall 1990.

**"The beer barons aren't stupid. They know that ten percent of the national puddle of beer is consumed by somewhat less than five percent of American college students."**

Ibid.

**"I can only hope that some day numbers of college students will wake up to the fact that ... unbridled intoxication just isn't cool. Some day this general revulsion will come to characterize our campuses. And then the drinking will stop, just as the smoking has stopped."**

Ibid.

**"[A]lcohol, more than any other drug, has been linked with a high incidence of violence and aggression."**

U.S. Department of Health and Human Services, *Seventh Special Report to the U.S. Congress on Alcohol and Health from the Secretary of Health and Human Services*, 1989, cited in Office for Substance Abuse Prevention, *Alcohol Practices, Policies, and Potentials of American Colleges and Universities — A White Paper*, February 1991.

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## APPENDIX C — RESOURCES

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### Non-Profits, Community Groups, Media Experts and Consultants

**AAA FOUNDATION FOR TRAFFIC SAFETY** produces safety programs, materials, films and projects designed to positively affect traffic safety at the "grassroots" level. AAA produces a number of publications on alcohol, advertising and traffic safety.

CONTACT: 1440 New York Avenue, NW, Suite 201, Washington, DC 20005  
(202-638-5944)

**ADVOCACY INSTITUTE** offers strategic counselling and issue leadership training in the areas of media advocacy, coalition building, persuading policymakers, and strategic planning.

CONTACT: 1730 Rhode Island Avenue, NW, Suite 600, Washington, DC 20036  
(202-659-8475)

**ALTERNATIVE SPONSORSHIP PROJECT** provides training and technical assistance to groups which want to develop skills in securing non-tobacco, non-alcohol related funding for their special events, particularly multi-cultural festivals.

CONTACT: c/o The Association of Bay Area Health Officials, P.O. Box 2050, Oakland, CA 94604-2050 (510-464-7995)

**AMERICAN COLLEGE HEALTH ASSOCIATION** serves and represents the interests of professionals and students in health and higher education. Its publications, programs, and services address critical issues such as HIV infection and sexually transmitted diseases, alcohol and other drug abuse, and other issues prevalent in college communities.

CONTACT: P.O. Box 28937, Baltimore, MD 21240-8937 (410-859-1500)

**AMERICAN PUBLIC HEALTH ASSOCIATION, Alcohol, Tobacco and Other Drugs Section** is involved in legislative advocacy. This section produces a newsletter, legislative alerts and position statements and participates in the Association's annual meetings.

CONTACT: 1015 - 15th Street, NW, Suite 300, Washington, DC 20005  
(202-789-5600)

**APPLIED COMMUNICATIONS TECHNOLOGY (ACT)** sells a series of manuals on community-based alcohol abuse prevention, including one on working with the media. ACT also publishes handbooks on alcohol policy and interactive quizzes for use in workshops.

CONTACT: 777 Bayview Way, Redwood City, CA 94062 (415-322-6466)

**BERKELEY MEDIA STUDIES GROUP** trains diverse groups with the skills to access the news media, frame health problems in a policy context, and advance healthy public policy.

CONTACT: 2140 Shattuck, Suite 804, Berkeley, CA 94704 (510-204-9700)

**CENTER FOR SCIENCE IN THE PUBLIC INTEREST's** Alcohol Policies Project strives to reduce the health and social costs of alcohol use by educating the public and implementing public policies that promote responsible marketing and advertising of alcoholic beverages and an increase in alcohol excise taxes.

CONTACT: 1875 Connecticut Avenue, NW, Suite 300, Washington, DC 20009-5728 (202-328-9110, ext. 343)

**COMMUNICATIONS CONSORTIUM MEDIA CENTER** is a public interest media center that helps non-profit organizations use media and new telecommunications technologies as tools for public education and policy change. The Consortium maintains an array of technical services as a cost-effective, shared resource for the non-profit community, including databases, broadcast support and equipment, and a polling clearinghouse.

CONTACT: 1333 "H" Street, NW, Suite 700, Washington, DC 20005 (202-682-1270)

**FACING ALCOHOL CONCERNS THROUGH EDUCATION (FACE)** is a statewide initiative concerned with the environmental aspects of alcohol-related problems. FACE publishes a community action guide called, "Putting the Pieces Together: A Guide to Community Action for the Prevention of Alcohol Problems." FACE produces written and audio-visual materials, including videos, slide presentations, posters and public service announcements.

CONTACT: Mid-State Substance Abuse Commission, 105 W. Fourth Street, Clare, MI 48617 (517-386-4020)

**HIGHER EDUCATION CENTER FOR THE PREVENTION OF ALCOHOL AND OTHER DRUG USE** provides technical assistance and nationwide training opportunities in promising prevention strategies.

CONTACT: c/o Abt Associates, 4800 Montgomery Lane, Suite 600, Bethesda, MD 20814 (1-800-676-1730 or 301-492-5336)

**INSTITUTE FOR HEALTH ADVOCACY** conducts seminars and provides on-going consulting in community based media advocacy on alcohol and other drug issues.

CONTACT: 1717 Kettner Boulevard, Suite 200, San Diego, CA 92101  
(619-238-7034)

**JEAN KILBOURNE, Ed.D.**, is an internationally known media critic, lecturer, and writer who has spent many years studying the advertising and alcohol industries. Her lectures, "The Naked Truth: Advertising's Image of Women," "Under the Influence," and "Alcohol Advertising: Calling the Shots" are frequently presented to diverse audiences around the world. Her speeches are available for rent on videotape, and she maintains an extensive resource list.

CONTACT: 51 Church Street, Boston, MA 02116 (617-482-3593)

**LATINO COUNCIL ON ALCOHOL AND TOBACCO (LCAT)** works to reduce the harm caused by alcohol and tobacco in the Latino community and advocates prevention measures ranging from education to legislation. LCAT publishes a newsletter, testifies at legislative hearings, writes articles and serves as a resource center.

CONTACT: c/o Marilyn Aguirre-Molina, UMDNJ, Robert Wood Johnson Medical School, 675 Hoes Lane, Room N-110, Piscataway, NJ 08854-5635  
(908-235-5041)

**MARIN INSTITUTE FOR THE PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS** conducts research and provides resources on the environmental aspects of alcohol and other drug prevention. They maintain a media resource center, produce training materials and reports, and conduct training seminars.

CONTACT: 24 Belvedere Street, San Rafael, CA 94901 (415-456-5692)

**NATIONAL ASSOCIATION OF STATE ALCOHOL AND DRUG ABUSE DIRECTORS** is comprised of the directors of the State and U.S. territorial authorities responsible for alcohol- and other drug-related programming. It develops and funds prevention, intervention, and treatment services within the public sector and serves as a national advocacy group.

CONTACT: 444 North Capitol Street, NW, Suite 642, Washington, DC 20001  
(202-783-6868)

**NATIONAL BLACK ALCOHOLISM COUNCIL, INC.** plans educational conferences; develops culturally relevant resources, public service announcements and educational materials; and runs Blacks Against Drunk Driving (BADD).

CONTACT: 53 West Jackson Boulevard, Suite 828, Chicago, IL 60604  
(312-663-5780)

**NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE** provides public information and advocacy on behalf of alcoholics and their families. The New York office focuses on information referrals and prevention and education programs.

CONTACT: 12 West 21st Street, 8th Floor, New York, NY 10010 (212-206-6770)

**RESPONSIBLE HOSPITALITY INSTITUTE** is a consultant to both public health groups and the hospitality industry and conducts training programs on responsible beverage service at all levels of the hospitality trade.

CONTACT: 4113 Scotts Valley Drive, Scotts Valley, CA 95066  
(408-438-1404)

## **Government Agencies**

**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS (BATF)** is part of the U.S. Department of the Treasury. BATF is responsible for overseeing the packaging of alcoholic beverages, including warning labels. It collects excise taxes, insures the integrity of alcohol products, and inspects industry practices.

CONTACT: 650 Massachusetts Avenue, NW, Washington, DC 20226  
(202-927-7777)

**BUREAU OF INDIAN AFFAIRS (BIA)** is part of the U.S. Department of the Interior. BIA's Office of Alcohol and Substance Abuse Prevention oversees the establishment of priorities, policies, and evaluation requirements for prevention activities for BIA employees, tribal governments, and American Indian populations. The Bureau also collects monthly statistics on tribal AOD problems.

CONTACT: Office of Alcohol and Substance Abuse Prevention, Bureau of Indian Affairs, Department of the Interior, 1849 C Street, NW, MS 3, SIB, Washington, DC 20240 (202-208-6118)

**DEPARTMENT OF EDUCATION (ED)** administers the largest block of federal funds devoted to the prevention of alcohol and other drug problems on college campuses. ED has developed a wide range of materials that support AOD prevention activities, including videos, handbooks, and a bimonthly newsletter. ED has two higher education initiatives that encourage colleges and universities to develop programs to prevent and eliminate AOD use on their campuses.

CONTACT: Fund for the Improvement of Postsecondary Education, Drug Prevention Programs, 7th & D Street, SW, Washington, DC 20202-5175  
(202-708-5750)

### **DEPARTMENT OF HEALTH AND HUMAN SERVICES (DHHS)**

**INDIAN HEALTH SERVICE (IHS)** has identified AOD use as the most significant problem facing the Native American community. It sponsors education and awareness programs in schools and health care sites. IHS publishes a number of reports on the impact of alcohol and other drugs on the Native American community and information about treatment programs.

CONTACT: Alcohol and Substance Abuse Program Branch, Room 5A-55, 5600 Fishers Lane, Rockville, MD 20857 (301-443-4297)

**NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM (NIAAA)** is the Federal research agency on alcohol and health. NIAAA works to increase knowledge and develop effective strategies for dealing with health problems and issues associated with alcohol abuse and alcoholism. It plans, directs, supports, and evaluates research on alcoholism prevention methods and serves as a national resource site for scientific data.

CONTACT: 6000 Executive Boulevard, Rockville, MD 20892-7003  
(301-443-1677)

**NATIONAL INSTITUTE OF DRUG ABUSE (NIDA)** is the lead Federal agency for drug abuse research, focusing on improved approaches to prevention and treatment, the prevalence of drug abuse, and its causes. They also have a prevention research area. A special interest area is alcohol and other drug abuse in the workplace. NIDA produces numerous audiovisual and written materials, which are available through the National Clearinghouse for Alcohol and Drug Information (NCADI).

CONTACT: Room 10A-39, Parklawn Building, 5600 Fishers Lane,  
Rockville, MD 20857 (301-443-1124)

**OFFICE OF MINORITY HEALTH (OMH)** is the focal point for minority health issues at DHHS. OMH maintains the National Minority Health Resource Center, oversees a number of grant programs, and researches and sets goals for equalizing disparities in health care between minority and non-minority communities.

CONTACT: 5600 Fishers Lane, Rockwall II Building, Suite 1000, Rockville,  
MD 20857 (301-443-5084, or the resource center's toll-free number:  
1-800-444-6472)

**CENTER FOR SUBSTANCE ABUSE PREVENTION (CSAP)** operates the National Clearinghouse for Alcohol and Drug Information and funds, supports and monitors more than 300 Prevention Demonstration Grant Programs. CSAP sponsors media activities, public service campaigns, prevention workshops, and professional seminars.

CONTACT: 5600 Fishers Lane, Rockwall II Building, Rockville, MD 20857  
(301-443-0373)

**OFFICE OF THE SURGEON GENERAL** is the advisor to the public on health matters, which include alcohol use as well as tobacco, AIDS, diet and nutrition, and disease prevention.

CONTACT: Public Health Service, 200 Independence Avenue, SW,  
Washington, DC 20201 (202-690-8335)

**NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)** is the division of the Department of Transportation vested with developing national policies to improve motor vehicle and traffic safety. NHTSA's Office of Alcohol and State Programs provides information, training materials, model legislation, technical assistance, and other resource support to States and community impaired-driving programs. The Techniques for Effective Management (TEAM) program strives to discourage impaired driving behavior following spectator sports and entertainment events.

CONTACT: Alcohol Programs Division, Room 5130, 400 Seventh Street, SW,  
Washington, DC 20590 (202-366-9588)

## Publications

**"ADVERTISING HEALTH: THE CASE FOR COUNTER-ADS,"** Lori Dorfman and Lawrence Wallack, *Public Health Reports*: 108(6), November/ December 1993.

**AN ADVOCATE'S GUIDE TO THE MEDIA** is published by the Children's Defense Fund.

CONTACT: 22 E Street, NW, Washington, DC 20001 (202-628-8787)

**"CONFRONTING MISPERCEPTIONS OF PEER DRUG USE NORMS AMONG COLLEGE STUDENTS: AN ALTERNATIVE APPROACH FOR ALCOHOL AND OTHER DRUG EDUCATION PROGRAMS,"** H. Wesley Perkins, Ph.D., *Peer Prevention Program Implementation Manual*, Fort Worth, TX: Higher Education Leaders/Peers Network, Texas Christian University, 1991.

**MEDIA — BUILDING THE CASE PUBLICLY** is published by Common Cause.

CONTACT: 2030 M Street, NW, Suite 300, Washington, DC 20036 (202-833-1200)

**MEDIA ADVOCACY AND PUBLIC HEALTH: POWER FOR PREVENTION**, written by Lawrence Wallack, Lori Dorfman, David Jernigan and Makani Themba, an in-depth look at the concept of media advocacy, this book lays out the theoretical framework and practical guidelines to successful media advocacy strategies.

CONTACT: SAGE Publications, 2455 Teller Road, Newbury Park, CA 91320-2218 (805-499-0721)

**"PERCEIVING THE COMMUNITY NORMS OF ALCOHOL USE AMONG STUDENTS: SOME RESEARCH IMPLICATIONS FOR CAMPUS ALCOHOL EDUCATION PROGRAMMING,"** H. Wesley Perkins, Ph.D., Alan D. Berkowitz, Ph.D., *The International Journal of the Addictions*, 21(9).

**STRATEGIC COMMUNICATIONS FOR NONPROFITS**, a series of nine media guides focusing on media advocacy, talk radio, op-eds, designing a media campaign, using video and cable access, and electronic networking.

CONTACT: Benton Foundation, 1634 Eye Street, NW, 12th Floor, Washington, DC 20006 (202-638-5770)

**"TWO APPROACHES TO HEALTH PROMOTION IN THE MASS MEDIA,"** *World Health Forum*, Vol. 11, 1990. This article, written by Dr. Lawrence Wallack, concentrates on two strategies for health promotion in the mass media: social marketing and media advocacy.

The following publications are available from the NATIONAL CLEARINGHOUSE ON ALCOHOL AND DRUG INFORMATION (1-800-729-6686).

**ALCOHOL PRACTICES, POLICIES, AND POTENTIALS OF AMERICAN COLLEGES AND UNIVERSITIES: A WHITE PAPER**

**COLLEGE BULLETIN: PUT ON THE BRAKES! TAKE A LOOK AT COLLEGE DRINKING** (*newsletter*)

**"PRESIDENT'S COMMISSION ON MODEL STATE DRUG LAWS: EXECUTIVE SUMMARY"**

The goal of this report is to establish a comprehensive continuum of responses and services, encompassing prevention, education, detection, treatment, rehabilitation, and law enforcement to allow individuals and communities to fully address alcohol and other drug problems.

**PREVENTION RESOURCE GUIDE: COLLEGE USE**

This resource guide contains facts, figures, and resources on college drinking. It is part of CSAP's prevention program, "Put on the Brakes," designed to raise awareness about alcohol problems on college campuses and to call to action college presidents, governing boards, faculty, administrators, and students.

**STRATEGIES FOR PREVENTING ALCOHOL AND OTHER DRUG PROBLEMS ON COLLEGE CAMPUSES: FACULTY MEMBER'S HANDBOOK**

**STRATEGIES FOR PREVENTING ALCOHOL AND OTHER DRUG PROBLEMS ON COLLEGE CAMPUSES: PROGRAM ADMINISTRATOR'S HANDBOOK**

## **Facts, Statistics and Data Collection**

**ALCOHOL AND DRUGS ON AMERICAN COLLEGE CAMPUSES: USE, CONSEQUENCES, AND PERCEPTIONS OF THE CAMPUS ENVIRONMENT, Volume I: 1989-91** provides analysis and statistics from the Core Alcohol and Drug Survey. The core survey instrument is included.

**CONTACT:** The Core Institute, Student Health Program, Southern Illinois University, Carbondale, IL 62901 (618-453-4366)

**COLLEGE ALCOHOL RISK ASSESSMENT GUIDE** provides higher education professionals and student leaders with the technology necessary to understand and monitor campus alcohol problems and to enact problem-oriented prevention policies.

**CONTACT:** Alcohol, Tobacco, and Other Drug Studies University Extension, University of California, San Diego, La Jolla, CA 92093-0176 (619-435-6331). After 12/94 contact the National Clearinghouse for Alcohol and Drug Information (1-800-729-6686).

**THE COLLEGE ALCOHOL SURVEY** of four year institutions, conducted every three years since 1979, asks administrators: What are you doing with alcohol and other drugs with regard to policies, programs, support services, prevention programming, research, information gathering, resources, and extent of problems?

**CONTACT:** David Anderson, George Mason University, Center for Health Promotion, Fairfax, VA 22030 (703-993-3697)

**COLLEGE STUDENTS SURVEY ON DRUG ABUSE: 1980-1990**

**CONTACT:** National Clearinghouse for Alcohol and Drug Information (1-800-729-6686)

**COLLEGIATE ALCOHOL MANAGEMENT GUIDE FOR STUDENT ORGANIZATIONS**

**COLLEGIATE ALCOHOL RISK ASSESSMENT GUIDE**

**DRUG MANAGEMENT GUIDE**

These assessment tools are useful for institutions to determine if they're doing all they can about alcohol and drug-related problems as they relate to student organizations.

**CONTACT:** Integrated Substance Abuse Consultations, P.O. Box 7505, Arlington, VA 22207, (703-237-3840)

**DRUG AND ALCOHOL SURVEY OF COMMUNITY, JUNIOR, AND TECHNICAL COLLEGES** of key administrators at two year colleges regarding prevention programs, staff training, extent of problems, resources, and campus activities.

CONTACT: David Anderson, George Mason University, Center for Health Promotion, Fairfax, VA 22030 (703-993-3697)

**NATIONAL INVENTORY OF COLLEGIATE DRUG/ALCOHOL INITIATIVES** is publicly available.

CONTACT: David Anderson, George Mason University, Center for Health Promotion, Fairfax, VA 22030 (703-993-3697)

**NATIONAL SURVEY RESULTS ON DRUG USE from MONITORING THE FUTURE STUDY, 1975-1992, Vol. 2: College Students and Young Adults**

CONTACT: National Clearinghouse for Alcohol and Drug Information (1-800-729-6686)

## **Journals**

- Addictive Behaviors
- British Journal of the Addictions
- International Journal of the Addictions
- Journal of Alcohol and Drug Education
- Journal of American College Health
- Journal of College Student Development
- Journal of Drug Education
- Journal of Drug Issues
- Journal of Studies on Alcohol

## **Alcohol Industry Representatives**

The following list is provided to help prevention coordinators identify the sources of materials that may be distributed by the alcohol industry to college campus organizations. In addition, many of the alcohol industry representatives listed below have a strong presence in national and state capitols, as well as local communities, during policy development and debate. Opportunities to "piggyback" on media stories may result when a media advocate is fully informed about what the industry is doing.

**AMERICAN WINE ALLIANCE FOR RESEARCH AND EDUCATION**, sponsored by the wine makers, AWARE runs education and research programs and maintains a resource center.

CONTACT: 244 California Street, Suite 300, San Francisco, CA 94111  
(415-291-9113)

**ANHEUSER-BUSCH** is the nation's largest brewer and markets Budweiser and other beer brands. The company also owns Sea World and Busch Gardens amusement parks. Their Consumer Awareness and Education department sponsors National Collegiate Alcohol Awareness Week during October.

CONTACT: 1 Busch Place, St. Louis, MO 63118 (314-577-2000)

**BEER INSTITUTE** is the trade association for American brewers and their suppliers.

CONTACT: 1225 Eye Street, NW, Suite 825, Washington, DC 20005  
(202-737-2337)

**CENTURY COUNCIL** is a coalition of alcohol industry representatives that works on alcohol abuse, underage drinking, and drinking driving issues.

CONTACT: 550 S. Hope Street, Suite 1950, Los Angeles, CA 90071  
(213-624-9898)

**DISTILLED SPIRITS COUNCIL OF THE UNITED STATES** is the trade organization for liquor producers.

CONTACT: 1250 Eye Street, NW, Suite 900, Washington, DC 20005  
(202-628-3544)

**NATIONAL BEER WHOLESALERS ASSOCIATION** is the trade association for the beer wholesalers.

CONTACT: 1100 S. Washington Street, Alexandria, VA 22314-4494  
(703-683-4300)

**PHILIP MORRIS** produces and markets Miller beers in addition to tobacco products.

CONTACT: 120 Park Avenue, New York, NY (212-880-5000)

**WINE INSTITUTE** is the trade association for the United States wine industry.

CONTACT: 425 Market Street, Suite 1000, San Francisco, CA 94105  
(415-512-0151)

**WINE AND SPIRITS WHOLESALERS OF AMERICA, INC.** is the trade association for the wine and distilled spirits wholesale industry.

CONTACT: 1023 15th Street, NW, 4th Floor, Washington, DC 20005  
(202-371-9792)

Other alcohol industry representatives on college campuses may include local beer distributor representatives.