

Study Questions Alcohol Advertising

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The alcohol industry is not sticking to its voluntary commitment to minimize TV advertising to young people, according to a [study funded by the Centers for Disease Control and Prevention](#).

Ten years ago, alcohol companies said they would not advertise when more than 30 percent of an audience was underage.

But David Jernigan, of the [Johns Hopkins Bloomberg School of Public Health](#), looked at ads in 25 markets during programs popular with young people.

He found that in Portland about 19 percent were not in keeping with the standards, “These ads overall were responsible for about a third of kids’ exposure to alcohol advertising on these 40 programs,” he said.

“So if we were to get rid of them we could remove that chunk of young people’s exposure.”

The Distilled Spirits Council points out that alcohol advertising does comply with the standard on a national level. It’s only when broken into local markets that discrepancies arise.

The Federal Trade Commission has concluded that [alcohol ads](#) are directed to adults.