



THE NATIONAL TRADE ASSOCIATION REPRESENTING PRODUCERS AND MARKETERS OF AMERICA'S FAVORITE BRANDS OF DISTILLED SPIRITS.

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Distilled Spirits Council Response to CAMY Radio Report

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CAMY Director David Jernigan's conclusion that the alcohol industry needs to adopt stricter advertising standards in order to reduce the risk of underage drinking ignores recent Federal government statistics, which show that alcohol consumption and binge drinking rates among 8th, 10th and 12th graders have continued their long-term decline, reaching historically low levels. (Link embedded: [Monitoring the Future press release](#)).

Simply put, CAMY's claim that alcohol advertising is causing teens to drink is disproved by the federal government data and unsupported by the body of scientific literature.

Experts in the advertising research field have long disagreed with CAMY's assertions, and the FTC also has pointed out flaws in CAMY's methodology in its 2003 and 2008 Reports on alcohol advertising (Link Embedded: [2003 FTC Report to Congress - page 32, footnote 47 & 51](#); [2008 FTC Report - footnote 91](#)).

Leading alcohol advertising researcher Dr. Jon Nelson, Professor Emeritus of Economics at Penn State University, has cited CAMY's biased methodology for routinely "overreaching" and "cherry-picking" studies to fit pre-conceived notions in his recent review of longitudinal advertising studies published in the Journal of Economic Surveys. (Link Embedded: [Alcohol Marketing, Adolescent Drinking and Publication Bias in Longitudinal Studies: A Critical Survey Using Meta-Analysis. pg. 27, 32, 33, 34](#)).

"The distilled spirits industry is committed to responsible advertising guided by its rigorous [Code of Responsible Practices](#)," said Dr. Peter Cressy, President of the Distilled Spirits Council and a former college president. Cressy noted the industry's Code has been cited as a model of social responsibility by regulators, industry critics, the media and, pointedly, by the former Executive Director of CAMY. (Link Embedded: [History of Code Accomplishments, Awards, and Accolades](#)).

"Unfortunately, advocacy-driven studies suggesting policy avenues that will have no impact on reducing underage drinking mislead the public and public officials, and divert attention from strategies that are truly effective," Cressy added.

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