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**The Center on Alcohol Marketing and Youth (CAMY) Releases YouTube Movies
On Alcohol Industry's Push into Social Media and Viral Marketing**

WHO: The Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health. The Center was founded in 2002 at Georgetown University with funding from The Pew Charitable Trusts and the Robert Wood Johnson Foundation. The Center moved to the Johns Hopkins Bloomberg School of Public Health in 2008 and is currently funded by the federal Centers for Disease Control and Prevention. For more information, visit www.camy.org.

WHAT: CAMY will release a four-part YouTube movie charting the alcohol industry's push into digital marketing and raising questions whether the industry's self-regulation is adequately protecting underage youth from exposure to the "alcohol experience" available on social marketing platforms such as Facebook, YouTube and Twitter. A new brochure will also be released to provide a snapshot of data from at least 25 studies on underage youth exposure to alcohol marketing in magazines and on radio and television.

WHEN: December 19, 2011 at 10 am

WHERE: <http://www.youtube.com/user/JohnsHopkinsSPH>

www.camy.org/digital_brochure

WHY: Alcohol is the number one drug problem among American youth. Each year, an estimated 4,700 underage youth die from excessive alcohol use. More young people drink alcohol than smoke tobacco or use marijuana.

In 2003, trade groups for beer and distilled spirits committed to placing alcohol ads in media venues only when underage youth comprises less than or equal to 30 percent of the audience. Yet, almost three-quarters of parents say that alcohol companies are not doing enough to limit the amount of alcohol advertising that teens see. At least 14 longitudinal scientific studies have found that the more young people are exposed to alcohol marketing, the more likely they are to

start drinking or, if already drinking, to drink more.

HOW: With the advent of social media, and early adoption by youth, there is growing concern that youth are gaining exposure to alcohol brand experiences and being impacted by viral media from their peers. Age affirmation – where users supply a date or year of birth, or simply click “yes” or “no” to signify they are over 21 – is ineffective at blocking youth exposure to alcohol marketing. Ten leading alcohol brands have more than 16.5 million people “liking” their Facebook brand pages, and as of November 2011, ten alcohol brands with youth appeal had uploaded 35,725 photos and 377 videos to their Facebook pages. Fans of brands with youth appeal have also uploaded 15,416 photos and 98 videos to the brand Facebook pages, taking their messages viral. Images of Santa, toys, and sexually suggestive photos, as well as those indicating binge consumption of alcohol are on the industry’s social media sites, despite the industry standards.

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