

Alcohol: News Articles

Analyzing Alcohol Advertisements & Marketing

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In The News: what follows are news articles taken from wire services and other sources, related to the topic of alcohol advertising

(NOTE TO TEACHERS: If your school subscribes to [Choices: Current Health](#) magazine, be sure to look for this topic, which is addressed annually.)

2015

[Alcohol ads linked to teen brand choices](#)

[Alcohol Advertising Has Little Overall Effect on Consumption \(Study\)](#)

2014

[TV Alcohol Ads Linked to Youth Drinking Behavior](#)

[Alcohol Advertisements in Magazines Influence Underage Drinking: Study](#)

[Crafty alcohol advertising directed at US adolescents through music and branding](#)

[Is Pop Music Turning Teens Into Alcoholics?](#)

2013

[Alcohol ads reach too many young people in US TV markets](#)

[Alcohol ads push underage girls to drink more, research finds](#)

[Fewer Tobacco Ads, But More Alcohol Ads in Movies](#)

[Researchers Propose New Guidelines For Self-Regulating Alcohol Ads](#)

[Media Literacy Programs Prevent Youth Smoking and Drinking](#)

[New Study Finds Link Between Ads and Underage Drinking](#)

[Do TV Liquor Ads Drive Kids to Drink?](#) New Research Says Media

Literacy Works

As A Prevention Strategy When Persuasion is Taught ([link](#) to study)

2012

[Time Restrictions on TV As Ineffective in Reducing Youth Exposure to Alcohol Ads](#)

[Two Alcohol Brands Unhappy About Their Product Placement](#)

[Black youths exposed to more alcohol advertising, study finds](#)

[Alcohol ads in youth magazines likelier to have risky contents](#)

[How alcohol ads target kids](#)

[Liquor Companies Wooing Women Customers](#)

[Hard Time: Liquor Advertising Pours Into TV](#)

[TV Ads Linked to Unhealthy Diets in Young Adults](#)

[FTC Broadens Study of Alcohol Advertising](#)

[Online tool estimates youth exposure to alcohol ads on radio](#)

[Movies Exert Powerful Influence on Teen Drinking Habits](#)

[Adolescent alcohol consumption influenced heavily by the media](#)

[Too much alcohol in Super Bowl Ads?](#)

2011

[Pitbull, 'Diddy' and other rappers step up alcohol endorsements](#)

[Anti-Alcohol Group Taking On Anheuser-Busch At Super Bowl XLVI](#)

[CAMY Study: Radio Alcohol Ads Still Reaching Young](#)

[Young people are being overexposed to alcohol ads on the radio](#)

[Teenage Alcohol Consumption Associated With Computer Use](#)

[JHU Study: Alcohol commercials reach growing number of youth](#)

2010

[Alcohol ad exposure for youth up 71% on television](#)

[CAMY: Liquor Ads On Cable Drive Increase In Youth Exposure](#)

['Media detective' course empowers children to skirt alcohol and tobacco marketing](#)

[Study: Youth Exposure to Alcohol Ads in Magazines Declining](#)

[Alcohol Marketing In The Digital Age](#)

[Study: Drinking, R-rated films linked in middle-schoolers](#)

[Super Bowl Alcohol Ads Take a Backseat Among America's Youth](#)

2009

[Alcohol content on Facebook \(video\)](#)

[Alcohol ads play up masculine appeal](#)

[NFL games on TV: full of alcohol and other inappropriate ads](#)

[Alcohol Ads Common Among Cable Shows Watched by Teens](#)

[Alcohol ad self-regulation not working, as ads target younger drinkers](#)

[How drinking is depicted in prime time TV shows](#)

[Media ignores health consequences of drinking/driving among young celebrities](#)

[Alcohol Product Placements linked to increased youth drinking](#)

[Alcohol, sex ads get prime TV time](#)

[Alcohol ads tempt more kids to drink](#)

[Ads influence our drinking binges](#)

2008

[Alcohol ads increase in areas with more Hispanic children](#)

[Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry,](#)

[Intoxicating Brands: Alcohol Advertising and Youth](#)

[CAMY Study: Youth are swimming in ads \(link to study\)](#)

[Beer makers increasingly turning to viral ads](#)

[Advertising, Alcohol And Adolescents](#)

[Learning How To Say 'No' To Alcohol Advertising And Peer Pressure ...](#)

[Drugs and Alcohol and Your Kids' Music](#)

[Kids group: End Super Bowl beer ads](#)

[The Clock's Running-Out On Super Bowl Beer Ads](#)

2007

[Study: Kids See Fewer Alcohol Ads](#)

[Alcohol Industry Reforms Make Slight Progress in Reducing Youth Exposure to Alcohol Advertising](#)

[Youth Exposure to Alcohol Ads in Magazines Drops](#)

[Report: Alcohol Companies Stingy With Responsibility Ad Dollars](#)

[CAMY Releases Study on Alcohol Advertising](#)

[Liquor Maker Ups the Ante a Bit in Discouraging Young Drinkers](#)
[Link between alcohol advertising and consumption in minors](#)
(Rand PR; abstract)
[Spirits Council tracks ads, keeps distillers on their toes](#)
[Critics pound Spykes, a teen-tuned alcoholic drink](#)
[Surgeon General Calls for Alcohol Ad Retreat](#)
[Clever marketing of beer is what's on tap](#)
[Beer ads broken deconstructed by media literacy expert](#)
[Alcohol Industry Watchdog Asks Bud to Exit Super Bowl; Beer](#)
[Ads Dominate Broadcast, Could Exploit Forty Million Kids](#)
[Alcohol Ads Possibly Targeting Children](#)
[Georgetown study finds sharp increase in youth-targeted](#)
[alcohol ads](#)

2006

[More Alcohol Ads on TV and Underage Youth Are Seeing It; Booze](#)
[Ads Swell on Cable](#)
[Study: Disclosure Of Advertising Tactics Reduces Odds Kids](#)
[Will Drink](#)
[Alcohol ads run on youth-oriented radio](#) (full study)
[Teens study alcohol advertising](#)
[Alcohol Industry Does Not Target Youths, Study Finds](#)
[The Booze Tube: Spirits Marketers Pour Big Bucks Into TV](#)
[Exposure of African-American Youth to Alcohol Advertising](#)
[Alcohol Ads in Magazines Reaching Fewer Underage Youth](#) (full
report)
[Alcopops – cute, boozy and pitched to teenage girls](#)
[New Study Finds That Rap Music May Drive Some To Drink](#)
[Beer ads targeting Hispanics spur backlash](#)
[Cutting Ads, Raising Taxes Lowers Youth Drinking](#)
[Alcohol Ads Add to the problem](#)
[Study: alcohol ads target youth](#)
[Youngsters Enjoy Beer Ads, Arousing Industry's Critics](#)
[Super Bowl Booze Ads Target Kids](#)
[Inside the marketing machine](#)
[Study: Ads, youth drinking linked](#)
[Who picks your poison?](#)

[Alcohol ads boost drinking among young: study; marketers respond](#)

[Drink Up: Alcohol Advertisers Recruit Young Drinkers](#)

2005

[Alcohol advertising: what makes it attractive to youth?](#)

[Children Continue to Be Overexposed to Ads Glamorizing Alcohol Use](#)

[Giving Beer Ads the Cold Shower](#)

[Liquor Ads Move to Satellite Radio](#)

[Alcohol Industry's Marketing Overexposes Hispanic Teens](#)

[Kids find beer ads appealing \(Study\)](#)

[Jim Beam, ready for prime time](#)

[Reducing Alcohol Ads Kids See Won't Cost Industry Adult Market](#)

[After 210 Years, Jim Beam Discovers the Power of TV](#)

[Kids May Mimic Parents' Smoking, Drinking](#)

[Retailers faulted: Tshirts with alcohol logos](#)

[Alcohol study: girls outpace boys](#)

[Racy liquor ads generate complaints](#)

[NCAA Recruiting Young Audience for Beer Ads](#)

[Alcohol Ads Outpace Responsibility Messages](#)

[Maine Kids: Alcohol Ads Target Us](#)

[Lip balm promotes liquor flavors](#)

[Liquor maker to keep watch on its ads](#)

[A new campaign for Absolut](#)

[Ads for Alcohol refreshers reach young girls](#)

[AMA calls on NCAA to ban booze ads](#)

[Coaches, Consumer Groups Protest Beer Ads on College Sports](#)

[STUDY FINDS MULTIPLE TYPES OF ALCOHOL ADVERTISING MAY INFLUENCE ADOLESCENT DRINKING](#)

[NASCAR and alcohol promotion: gentlemen, stop your engines](#)

[Nascar driver lands hard-liquor sponsor](#)

[Two 2 big beermakers brawl](#)

2004

[Anheuser Busch Unveils new responsibility campaign](#)

[Coors pulls ad that touts low-carb edge in taste](#)

[Alcohol Ads Coming under scrutiny](#)

[Polls show more teen girls see "alcopop" ads than women age 31-44](#)

[Stolichnaya Vodka Unveils First-Ever TV Marketing Campaign](#)

[AMA slams NASCAR for hard liquor sponsorship plans](#)

[Beer falls flat with younger drinkers](#)

[Whiskey Industry Goes Sweet to Grab Youth Market](#)

[NASCAR to give hard-liquor ads green flag](#)

[Super Bowl Booze Ads Target Kids](#)

[Kahlua Launches Largest-Ever TV Ad Campaign](#)

[Ban on TV Beer ads proposed](#) (10/26)

[Tailgating: big business for marketers](#) (10/25)

[Girls lead in teen alcohol use](#)(8/14)

[Momentum Builds to End Beer Ads in College Sports](#) (7/28)

[New face of underage drinking: teenage girls](#) (7/8)

Girls More Likely Than Boys to Be Overexposed to Alcohol Advertising in Magazines; [Study](#) Published in Archives of Pediatrics & Adolescent Medicine Documents Girls' Overexposure (7/5)

[Alcohol Ads Outnumber Responsibility Ads 226 to 1](#) (5/26) [PR](#)

[Big-screen boozing may lure middle school kids to drink](#) (5/25)

[Lawsuits target alcohol industry](#) (5/13)

[Study: Teens Saw More Alcohol Ads in 2002](#) (4/21) [Forbes version](#) Beer Industry [Response](#)

[FTC Eyes Youth Appeal of Alcohol Web Sites](#) (3/25)

[Brewing Interest In Teens?](#) (3/15)

[Underage Youth Have Easy Access to Alcohol Web Sites](#) (3/9)

[SEE DICK DRINK. SEE JANE DRUNK. DRINK, DICK. DRINK,](#)

[JANE. SEE DICK AND JANE WITH IRREVERSIBLE BRAIN DAMAGE](#) (2/16)

[Underage Youth More Likely to Hear Alcohol Ads on Radio than Adults](#) (1/22) [Exec Summary](#)

[Boos for NCAA's stance on booze advertising](#) (Jan.4)

2003

[Ad Hangover?](#) (12/18)

[Thanks to Cable, Liquor Ads Find a TV Audience](#) (12/15)

[Study: Fewer Alcohol Ads Would Lower Underage Drinking](#) (12/2)

Winning Idea: [Drop Beer Ads in College Sports](#) (12/1)
[Advocacy group asks to keep alcohol ads out of college sports](#)
(Nov.18)
[‘Scary Movie’ tie-in raises ire of anti-alcohol group](#) (Nov. 3)
September 2003 [FTC report Alcohol Marketing and Advertising
Study Links College Binge-Drinking to Marketing](#) (Sept 12)
[Vodka Ad Battle Goes To Court](#)
[Is the Alcohol Industry Pitching Products to Young
Audiences?](#) (Sept10)
[Alcohol Makers Agree to Change Ad Guidelines](#) (Sept.9)
[Raise Beer Tax to Reduce Teen Drinking, Report](#) (Sept.9)
[Survey finds that alcohol-related ads are indirectly targeting
teenagers in young adult magazines](#) (July 27)
[Black Youth Exposure to Alcohol Marketing](#) (June 19)
[Magazines Shower Teens With Ads](#) (May 13)
[Hispanic Youth Exposed to More Ads](#) (May 1)
[A Campaign For Drinking](#) (April 17, NY Times)
How Alcohol and Tobacco Ads Target You (Current Health 1,
April/May 2003)
[CDC Worried About Alcohol Store Advertising](#) (04/11)
[Industry Hammered for Marketing to Kids](#) (4/04)
[Radio Daze: Alcohol Ads Tune in Underage Drinking](#) (4/02)
[Miller Beer Fields New Crop Of Sex Ads](#) (3/17)
[Moderation Urged for Alcohol Ads](#) (3/06)
[Busty Beer Ads, Sexist or Smart Selling?](#) (02/03)
[Tapping Into Young Minds: Watch how your kids watch alcohol
ads on TV, say anti-drinking activists](#)
[U.S. youngsters see more ads for beer than for gum, jeans,
sneakers](#) (12/19)
[Full Report](#) [Exec Summary](#) [Press Release](#)
[TV Broadcasters Urged to Restrict Alcohol Ads Seen by Youth](#)
(12/9/02)
[AMA: Alcohol Damages Teen’s Brains](#) (12/09/02)

2002 and Previous Years

[New Study Shows Underage Youth A Target of Alcohol Marketing](#)
(Sept.24, 2002)

[Alcohol Advertising: Are Our Kids Collateral or Intended Targets?](#) (Jan.2002)

Special Report: [OVEREXPOSED: Youth, A Target of Alcohol Ads in Magazines](#)

[Alcohol Advertising: Are Our Kids Collateral or Intended Targets](#)

[Gender Representation in Tobacco & Alcohol Advertising](#)

Alcohol advertising and youth: a focus-group analysis of what young people find appealing in alcohol advertising.

(television beer commercials) Elizabeth D. Waiters, Andrew J. Treno, Joel W. Grube.

Contemporary Drug Problems Winter 2001 v28 i4 p695

[Alcohol Counter-Advertising and The Media](#)

[Frogs Sell Beer](#) (April 2001)

[Bigger Ad Budgets Lead to More Adolescent Drinking](#) (04/19/01)

[Image Advertisements for Alcohol Products: Is there Appeal associated with Adolescents' intention to consume alcohol](#)

Adolescence (Spring 1998)

[Targets of Alcohol Advertising-](#) Jean Kilbourne

[Hooked On Advertising](#) (Ms. Magazine)

[Deadly Persuasion: 7 Myths Alcohol Advertisers Want You To Believe](#) ([non pdf version](#))

Media & Values, Spring/Summer 1991