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## Science News

### Alcohol Advertising Reaching Too Many Teens on Cable TV, Researchers Say

ScienceDaily (Aug. 20, 2009) — A new study from the Center on Alcohol Marketing and Youth, in collaboration with UCLA, has found a striking correlation between teenage viewership and the frequency of alcohol advertising on cable television. The findings show that ads for beer, spirits and "alcopop" aired much more frequently when more teens were watching.

While previous studies have shown that the <sup>who's the</sup> average adolescent <sup>average adolescent +</sup> is exposed to well over 200 <sup>why</sup> alcohol ads on television each year, this is the first to demonstrate an association between ad placement <sup>not an exact</sup> and <sup>number</sup> teen cable TV viewership. Cable TV attracts <sup>about</sup> 95 percent of all nationally televised alcohol ads.

The study will be published in the October issue of the *American Journal of Public Health* and is currently available online by subscription. <sup>mere of an addition a</sup>

"Alcohol advertisers have pledged to avoid audiences made up of <sup>more than</sup> 30 percent underage <sup>viewers</sup> — such as children's programming," said David H. Jernigan, director of the Center on Alcohol Marketing and Youth and an associate professor at the Johns Hopkins Bloomberg School of Public <sup>not really famous</sup> Health.

"However, many other shows have adolescent appeal. This research suggests that ads are aimed at groups that include a <sup>disproportionate number of teens</sup> and that the alcohol industry's voluntary self-monitoring is not working to reduce adolescent exposure to ads."

Using advertising industry data from Nielsen Media Research, researchers examined all 600,000 national cable alcohol ads shown from 2001 through 2006 to audiences with <sup>less than</sup> 30 percent of viewers between the ages of 12 and 20. Among the findings: <sup>only famous research help</sup>

Audiences with a higher percentage of youth between the ages of 12 and 20 were exposed to a higher frequency of alcohol ads, even after accounting for other factors that might explain ad placement decisions. <sup>what is the amount</sup>

Each 1-percentage-point increase in adolescent viewership was associated with a 7-percent increase in beer ads, a 15-percent increase in spirits ads and a 22-percent increase in ads for <sup>low-</sup> alcohol refreshers <sup>alcopops</sup> — flavored alcoholic beverages that taste similar to juice or soda.

like what? who calls it that?