

# EXPOSURE OF AFRICAN-AMERICAN YOUTH TO ALCOHOL ADVERTISING, 2008 AND 2009

## Introduction

Excessive alcohol consumption contributes to approximately 4,700 deaths among underage youth each year, and in 2006 resulted in approximately \$27 billion in economic costs.<sup>1,2</sup> Among African-American high school students nearly 65 percent report having had at least a sip of alcohol and an estimated 25 percent report drinking alcohol for the first time before age 13.<sup>3</sup> Alcohol is the most widely used drug among African-American youth<sup>3</sup> and contributes to many health and social problems, including violence, motor vehicle crashes, and the spread of sexually transmitted diseases.<sup>4,5</sup> The relationship between alcohol use and violence in African-American youth is bidirectional: Early alcohol use predicts later violent behavior,<sup>6</sup> and early violent behavior predicts later alcohol use.<sup>7</sup>

According to the Youth Risk Behavior Survey (YRBS), about one in three African-American high school students in the U.S. are current drinkers, and about 40 percent of those who drink report binge drinking ( $\geq 5$  drinks in a row).<sup>3</sup> Alcohol use by youth is also known to be strongly related to alcohol use in adulthood. While current alcohol use and binge drinking tend to be less common among African-American adults than among other racial and ethnic groups, African-American adults who binge drink ( $\geq 4$  drinks per occasion for women and  $\geq 5$  per occasion for men) tend to do so frequently (4.7 episodes per month) and with high intensity (number of drinks, 6.8 drinks per occasion).<sup>8</sup> African-American adults also report higher levels of alcohol-related social consequences (relationship, employment, financial, and legal problems),<sup>9</sup> with no evidence of any protective effect from light or moderate alcohol consumption,<sup>10,11</sup> and a high prevalence of alcohol-related disease morbidity and mortality, including cardiovascular disease and hypertension.<sup>12</sup>

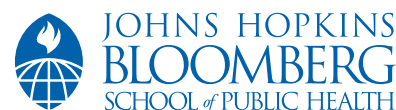
At least 14 longitudinal studies have found a significant association between youth exposure to alcohol marketing and underage drinking, even after controlling for other factors that could potentially influence this relationship (e.g., socioeconomic status and parenting style).<sup>13</sup> Specifically, these studies have found that youth exposure to alcohol marketing can increase the likelihood that young people will start drinking at younger ages, and, if they already consume alcohol, that they will drink more, increasing the risk of alcohol-attributable harms. Research has also shown that young people who initiate drinking before age 15 are four times more likely to develop alcohol dependence and five or more times as likely to experience alcohol-related injuries as those who wait until age 21 to start drinking.<sup>14,15</sup>

Alcohol companies have gradually adopted more stringent standards for placement of their advertising. By 2003, trade associations for all three divisions of the industry—beer, wine, and distilled spirits—had set the maximum percentage of underage audiences where member companies would place their advertising at 30 percent. The four broadcast networks—ABC, CBS, Fox, and NBC—until recently all maintained a ban on distilled spirits advertising, though they permitted it to be aired by their wholly owned local affiliates. In addition, several cable networks do not accept alcohol advertising, including MTV, Disney, and Nickelodeon.

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JOHNS HOPKINS  
UNIVERSITY



The Center on  
**Alcohol Marketing and Youth**  
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Center on Alcohol Marketing and Youth  
Johns Hopkins Bloomberg School of Public Health  
624 N. Broadway, Room 288  
Baltimore, MD 21205  
(410) 502-6579  
[www.camyo.org](http://www.camyo.org)

Nonetheless, numerous studies have documented that African-Americans are exposed to more alcohol advertising than other populations. In 2003, the Center on Alcohol Marketing and Youth found that African-American youth are overexposed to alcohol advertising on TV and radio, and in magazines. A number of other studies have found that African-Americans, compared to other racial and ethnic groups, are overexposed to alcohol advertising on billboards and in other outdoor locations.<sup>16-19</sup> Some rap and hip-hop music, which are popular genres among youth in general, is replete with references to alcohol products and imagery. These messages may have a different impact on African-American youth in particular, who may listen closely to the lyrics and be more inclined than white adolescents to perceive them as informative about life.<sup>20</sup> A recent content analysis of the most popular rap songs from 1998 to 2009 found that from 2002 to 2005, 64 percent of the songs contained alcohol references.<sup>21</sup> This is significantly higher than the 44 percent found with references from 1994 to 1997 in a previous analysis.<sup>22</sup> Another recent analysis of alcohol brand mentions in American popular music found that such mentions were most frequent in rap (63 percent of songs with alcohol brand mentions) and R&B/hip-hop (24 percent).<sup>23</sup>

In keeping with CAMY's mission of monitoring youth exposure to alcohol advertising, the goals of this report were to: (1) analyze alcohol advertising exposure by type and brand among African-American youth ages 12–20 in comparison to all youth ages 12–20; and (2) assess the exposure of African-American youth ages 12–20 to alcohol advertising relative to African-American adults and all adults, and thus the extent to which African-American youth were overexposed to alcohol advertising relative to adults in magazines, on radio, and on television.

## Methods

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Working in collaboration with Virtual Media Resources (VMR), the Center on Alcohol Marketing and Youth (CAMY) at Johns Hopkins University assessed the exposure of African-American and non-African-American youth and adults to alcohol advertising in national magazines and on television and radio. Impact Databank, a standard reference for information on the wine, beer, and distilled spirits industry, was the source for all brand and parent company information.

CAMY's method of calculating youth exposure merges advertising industry standard measures of audience size and demographics (see Appendix A for definitions) with industry-validated advertising placement data to create databases of individual brand ad placements. Data on each placement include size and demographic characteristics of the audience; the attributes of the advertisement, such as date, time, channel or vehicle, and classification of advertisement; and for magazines and television (data not available for radio), the estimated cost of placing the advertisement. Using these databases, CAMY can aggregate exposure by brand, medium, time period, and other variables, and can assess whether placements complied with the alcohol industry's voluntary or other proposed standards for advertising placement. For this report, CAMY analyzed the most recent years for which magazine, radio, and television data were available at the time of the analysis.

## Magazines

### *Advertising Placements*

Alcoholic beverage product advertising data for 2008 were obtained from Nielsen's Monitor-Plus™ service for 3,113 advertising placements, and were used to identify brand-specific advertising in magazines by publication and date. Nielsen monitors advertising in more than 200 national consumer magazines.\*

### *Audience Composition*

GfK Mediamark Research & Intelligence (GfK MRI) is the leading source of U.S. magazine audience estimates for consumer advertising. Industry-standard and magazine-specific audience information, including the age, sex, and race-ethnicity of magazine readers, was assessed for every brand's individual magazine ad placement as reported by Nielsen. A more detailed discussion

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\* Advertising in demographic and regional editions of magazines has historically been omitted from this and other CAMY reports on magazine advertising because it is not practical to assign a national audience estimate to advertisements appearing in only a portion of a magazine's circulation; Nielsen generally does not report advertising in less than full-run editions.

of CAMY's magazine advertising analysis methods may be found in previously published reports.<sup>24-26</sup> In brief, we restricted our analysis to advertising placed in national or full-run editions of publications, using audience measures from GfK MRI and placements as reported by Nielsen; this accounted for approximately 83 percent of all alcohol advertising placed in magazines during this period. All ads were reviewed and classified, and only product advertising (as opposed to advertising promoting sponsorship, a responsible drinking message, or the company itself as opposed to its brands) was included in the analysis. We report only the findings from product advertising.

## **Radio**

### *Advertising Placements*

Radio advertising placement data was obtained from Mediaguide, which monitors radio advertising placements on 2,500 stations in 107 local U.S. radio markets. For this study, the company provided data for approximately 1.2 million alcohol advertising placements, including market, station, date, time, and brand as well as approximately 3,000 audio files corresponding to all unique commercials. Only advertisements promoting an alcohol product as their primary message were included in the analysis.

### *Audience Composition*

Arbitron Ratings, the leading source of radio audience information for the advertising industry, provides audience estimates for almost every radio station operating in approximately 300 radio markets across the U.S. Starting in 2007, Arbitron began to deploy Personal People Meters, or PPM™ devices,† which provide continuous monitoring and thus track listening more accurately. PPM is gradually replacing paper diaries. We obtained advertising audience data from Arbitron for stations in 54 markets that were measured using a consistent methodology (PPM or diary) throughout 2009. This included 11 PPM markets and 43 diary markets. Taken together, these markets cover 40.7 percent of the total population age 12 and older.

Arbitron reports audiences at different intervals (or “surveys”), depending on the methodology and the size of the market; smaller markets using diaries are measured less often. We used Arbitron average quarter-hour ratings for standard dayparts (standard time periods of the day or week used to buy and sell radio advertising). Using the placement data from Mediaguide and the audience data from Arbitron, we merged the two sources to assign audience data for each placement, matching audience data to specific advertising placements on individual stations in the 54 markets that were profiled in this report. In cases where Arbitron did not report a particular station's placement data for the equivalent time period (as in the case of a station call letter change, or a market that is measured with fewer than four Arbitron surveys per year), we searched preceding surveys until a match was found. In less than 9 percent of cases, a match was not possible because the Mediaguide database licensed for this report did not provide information about station call letter changes. Further information on CAMY's radio advertising analysis methodology may be found in our previous radio report.<sup>27</sup>

## **Television**

### *Advertising Occurrences*

Nielsen Monitor-Plus™ provided date, time, source, program, and expenditure data for each advertising placement.‡ We compiled a database of 179,896 national (cable and broadcast network) television alcohol ad placements and relevant information, and analyzed it at the levels of media type (network or cable); network (NBC, FOX, ESPN, etc.); program type (sports, sitcoms, etc., as defined by Nielsen); daypart; product classification (beer and ale, distilled spirits, alcopops, wine); brand (Coors Light, etc.); and parent company (SAB Miller, etc.). As with magazines and radio, we report only on exposure to alcohol product advertising by viewing and classifying each individual advertising execution. The Nielsen reporting systems used to provide

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† PPM technology uses inaudible codes embedded in radio signals that precisely identify the station and date and time of listening along with demographic information about the survey participant. PPMs are gradually replacing paper diaries, which require the participant to recall and record listening in 15-minute increments. Where paper diaries were distributed twice or four times per year for 12-week surveys, Personal People Meters provide continuous monitoring.

‡ © 2011 Nielsen. Ratings and other data contained herein are the copyrighted property of Nielsen. Unauthorized use of this copyrighted material is expressly prohibited. Violators may be subject to criminal and civil penalties under federal law (17 USC 101 et seq.). All rights reserved.

advertising placement and audience information include audience ratings for African-American populations for national television only; spot (local) television advertising, which represents a declining portion of alcohol advertising on TV, is not included in this report.

### *Audience Composition*

Nielsen also provided information on the estimated total number of persons viewing each ad in 2009 and their demographic characteristics. Nielsen provides several audience rating estimates for its clients. To provide consistency between local and national advertising in all CAMY television reports, we used Nielsen's "Live+7" ratings, which include the audiences for the initial "live" airing of a program plus the audience for time-shifted DVR viewing of the same programming for seven days. We estimated youth audience composition using a base of viewers age 2 and above, as defined by Nielsen for the time periods covered in the analysis. We calculated audience composition for all programs using the most appropriate interval reported by Nielsen, typically the quarter-hour in which the placement was reported. Further information on our television monitoring advertising analysis methodology may be found in previous CAMY television reports.<sup>28</sup>

### **Data Analysis**

We calculated youth and adult exposure to alcohol advertising using gross rating points (GRPs). GRPs are the advertising industry's standard per capita measure of advertising exposure. They are calculated annually on a market-, beverage-, and brand-specific basis by dividing the total number of advertising impressions for an age group by the total market population in that age group, as defined by the relevant audience measurement service (i.e., GfK, MRI, Arbitron, Nielsen). Youth were determined to have been overexposed to alcohol advertising if the ratio of youth GRPs to adult GRPs exceeded 1.00, indicating that youth were more likely than adults to hear a specific ad or ads on a per capita basis.

We calculated GRPs for non-African-American youth ages 12 to 20, African-American youth ages 12 to 20, adults age 21 and above, and African-American adults age 21 and above. We then calculated GRP ratios comparing the exposure of African-American youth to all youth, African-American adults to all adults, African-American youth to African-American adults, and all youth to all adults. For the first ratio calculated, a value greater than 1 indicates that African-American youth were exposed out of proportion to all youth. A ratio of 2 indicates that African-American youth were exposed at double the rate of all youth. Similarly, when comparing African-American youth GRPs to African-American adult GRPs, a ratio greater than 1 indicates that African-American youth were overexposed to alcohol advertising relative to African-American adults. This generally occurs when African-American youth constitute more than 15 percent<sup>§</sup> of the audience for a magazine, radio program, or television program, though that varies slightly depending on the medium, the geographic market, and the population base.

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<sup>§</sup> The National Research Council and Institute of Medicine, as well as 24 state attorneys general, have suggested a 15 percent standard, roughly proportionate to the percentage of the population between the ages of 12 and 20.

# Results

## Magazines

From January 1 to December 31, 2008, a total of 3,113 alcohol product advertisements was placed by advertisers in national editions of magazines at a total cost of \$340,930,200.

**Table 1: All Youth and African-American Youth and Adult Exposure to Alcohol Product Advertising in National Magazines, 2008**

Category	Ads	Expenditures	EXPOSURE				GRP RATIOS	
			Youth (Age 12-20 GRPs)		Adult (Age 21+ GRPs)		AA Youth/ All Youth	AA Youth/ AA Adult
			AA	All	AA	All		
Beer and Ale	631	\$83,004,200	3,028	2,483	2,969	2,267	1.22	1.02
Distilled Spirits	1,799	\$215,384,200	6,831	4,945	7,293	5,035	1.38	0.94
Alcopops	37	\$3,741,300	230	120	252	103	1.92	0.91
Wine	646	\$38,800,500	327	361	1,132	1,329	0.91	0.29
<b>All</b>	<b>3,113</b>	<b>\$340,930,200</b>	<b>10,415</b>	<b>7,908</b>	<b>11,646</b>	<b>8,735</b>	<b>1.32</b>	<b>0.89</b>

Sources: Nielsen 2008, GfK MRI 2008-2009

Note: Totals may vary due to rounding

As shown in Table 1, African-American youth saw 32 percent more alcohol advertising than all youth. They saw 22 percent more beer advertising, 38 percent more distilled spirits advertising, 92 percent more alcopops advertising, and 9 percent less wine advertising than all youth. Total African-American youth exposure to alcohol advertising in magazines decreased by nearly 20 percent from 2003 to 2008 (data not shown), in keeping with the shift we have previously reported of alcohol advertising from magazines to cable television.<sup>25</sup> In 2008, African-American youth saw more magazine advertising for beer—but not for other alcohol product categories—than did African-American adults.

Five publications with at least 50 African-American youth GRPs generated at least twice as much exposure to African-American youth compared to all youth, and accounted for 20 percent of all African-American youth exposure to alcohol ads. These publications were *Jet* (440 percent more African-American youth exposure than all youth), *Essence* (435 percent more exposure), *Ebony* (426 percent more exposure), *Black Enterprise* (421 percent more exposure), and *Vibe* (328 percent more exposure). *Vibe* also exposed African-American youth to more alcohol product advertising than African-American adults.

Eight alcohol brands with at least 50 African-American youth GRPs exposed African-American youth to at least twice as much alcohol advertising as all youth, accounting for 16 percent of African-American youth exposure (Table 2). One was an alcopop (Bacardi Silver Moji, 100 percent more exposure), and seven brands were distilled spirits, including Seagram's Twisted Gin (376 percent more exposure for African-American youth than all youth), Seagram's Extra Dry Gin (373 percent more exposure), Jacques Cardin Cognac (328 percent more exposure), Bombay Sapphire Gin (206 percent more exposure), Paul Masson Grande Amber Brandy (190 percent more exposure), 1800 Silver Tequila (135 percent more exposure), and Hennessy Cognacs (131 percent more exposure). Five of these brands—Seagram's Twisted Gin, Seagram's Extra Dry Gin, Jacques Cardin Cognac, 1800 Silver Tequila, and Hennessy Cognacs—also exposed African-American youth to more advertising than African-American adults.

**Table 2: Largest Alcohol Brands\* Exposing African-American Youth More Than All Youth in National Magazines, 2008**

Brand	Category	Ads	Expenditures	EXPOSURE				GRP RATIOS	
				Youth (Age 12-20 GRPs)		Adult (Age 21+ GRPs)		AA Youth/ All Youth	AA Youth/ AA Adult
				AA	All	AA	All		
Seagram's Twisted Gin	Distilled Spirits	6	\$367,700	166	35	142	19	4.76	1.17
Seagram's Extra Dry Gin	Distilled Spirits	10	\$690,200	280	59	260	35	4.73	1.08
Jacques Cardin Cognac	Distilled Spirits	3	\$297,300	86	20	56	8	4.28	1.53
Bombay Sapphire Gin	Distilled Spirits	32	\$3,208,000	131	43	177	63	3.06	0.74
Paul Masson Grande Amber Brandy	Distilled Spirits	23	\$1,956,900	446	154	481	93	2.90	0.93
1800 Silver Tequila	Distilled Spirits	13	\$2,749,100	110	47	78	30	2.35	1.42
Hennessy Cognacs	Distilled Spirits	44	\$4,692,000	238	103	189	83	2.31	1.26
Bacardi Silver Moji	Alcopops	29	\$3,161,100	216	108	246	97	2.00	0.88
<b>8 Brand Subtotal</b>		<b>160</b>	<b>\$17,122,300</b>	<b>1,673</b>	<b>569</b>	<b>1,630</b>	<b>428</b>	<b>2.94</b>	<b>1.03</b>
<b>Total - All Brands</b>		<b>3,113</b>	<b>\$340,930,200</b>	<b>10,415</b>	<b>7,908</b>	<b>11,646</b>	<b>8,735</b>	<b>1.32</b>	<b>0.89</b>
<b>Percent of Total</b>		<b>5%</b>	<b>5%</b>	<b>16%</b>	<b>7%</b>	<b>14%</b>	<b>5%</b>		

Sources: Nielsen 2008, GfK MRI 2008-2009

\*Brands with at least 50 African-American youth GRPs in 2008 and for which African-American youth saw at least twice as much advertising per capita as all youth

## Radio

In 2009, there were 255,265 alcohol product advertisements placed on local radio stations in 11 PPM markets and 311,120 alcohol product advertisements in 43 diary markets. Expenditure data were not available for radio advertising. African-American youth heard 26 percent less advertising for alcohol than all youth in PPM markets and 35 percent less in diary markets. However, they heard 32 percent more advertising for distilled spirits in PPM markets and 53 percent more advertising for spirits in diary markets than all youth (Table 3).

**Table 3: All and African-American Youth and Adult Exposure to Alcohol Product Advertising on Radio, 2009**

Category	Methodology	Ads	EXPOSURE (GRPs)				GRP RATIOS	
			Youth (Age 12-20)		Adult (Age 21+)		AA Youth/ All Youth	AA Youth/ AA Adults
			AA	All	AA	All		
<b>Beer and Ale</b>								
	PPM	210,240	2,671	4,318	3,813	5,264	0.62	0.70
	Diary	283,650	2,087	3,472	3,487	4,616	0.60	0.60
<b>Distilled Spirits</b>								
	PPM	28,020	1,139	862	1,672	934	1.32	0.68
	Diary	12,288	296	194	657	284	1.53	0.45
<b>Alcopops</b>								
	PPM	6,710	94	99	132	123	0.95	0.72
	Diary	5,660	14	85	36	114	0.16	0.38
<b>Wine</b>								
	PPM	10,295	123	164	258	308	0.75	0.48
	Diary	9,522	71	74	99	111	0.96	0.72
<b>Total</b>								
	<b>PPM</b>	<b>255,265</b>	<b>4,027</b>	<b>5,443</b>	<b>5,875</b>	<b>6,630</b>	<b>0.74</b>	<b>0.69</b>
	<b>Diary</b>	<b>311,120</b>	<b>2,468</b>	<b>3,825</b>	<b>4,280</b>	<b>5,125</b>	<b>0.65</b>	<b>0.58</b>

Sources: Mediaguide 2009, Arbitron 2009

Exposure varied significantly by brand, however: Eight brands, accounting for more than 57 percent of African-American youth exposure, exposed African-American youth to more alcohol advertising than all youth in PPM markets (Table 4). Four brands (three of which were also in the PPM market list) accounted for almost 19 percent of African-American youth exposure, and exposed these youth to more advertising than all youth in diary markets.

**Table 4: Largest Alcohol Brands Exposing African-American Youth More Than All Youth on Radio, 2009**

11 PPM Markets in 2009			EXPOSURE (GRPS)				GRP RATIOS	
Brand	Category	Ads	Youth (Age 12-20)		Adult (Age 21+)		AA Youth/ All Youth	AA Youth/ AA Adults
			AA	All	AA	All		
New Amsterdam Gin	Distilled Spirits	2,013	212	61	224	50	3.50	0.94
1800 Tequilas	Distilled Spirits	4,423	247	92	559	133	2.68	0.44
Crown Royal Whiskey	Distilled Spirits	3,396	259	98	210	68	2.64	1.23
Seagram's Wine Coolers	Alcopop	2,060	85	46	111	55	1.87	0.77
Smirnoff Vodkas	Distilled Spirits	1,462	111	69	133	61	1.59	0.83
Budweiser Beer	Beer and Ale	17,974	435	397	695	536	1.10	0.63
Coors Light	Beer and Ale	37,800	876	839	1,006	956	1.04	0.87
Cavit Wines	Wine	5,767	89	88	189	168	1.01	0.47
<b>Subtotal</b>	<b>8 Brands</b>	<b>74,895</b>	<b>2,314</b>	<b>1,689</b>	<b>3,129</b>	<b>2,027</b>	<b>1.37</b>	<b>0.74</b>
<b>Total</b>	<b>77 Brands</b>	<b>255,265</b>	<b>4,027</b>	<b>5,443</b>	<b>5,875</b>	<b>6,630</b>	<b>0.74</b>	<b>0.69</b>
<b>% of Total</b>		<b>29.3%</b>	<b>57.5%</b>	<b>31.0%</b>	<b>53.3%</b>	<b>30.6%</b>		

8 brands with at least 1,000 ad placements and with African-American youth exposure higher than all youth exposure across all PPM markets

43 Diary Markets in 2009			EXPOSURE (GRPS)				GRP RATIOS	
Brand	Category	Ads	Youth (Age 12-20)		Adult (Age 21+)		AA Youth/ All Youth	AA Youth/ AA Adults
			AA	All	AA	All		
New Amsterdam Gin	Distilled Spirits	3,515	147	46	332	77	3.17	0.44
Crown Royal Whiskey	Distilled Spirits	3,118	111	44	276	79	2.51	0.40
Cavit Wines	Wine	8,432	68	63	91	90	1.07	0.75
Miller Genuine Draft Light Beer 64	Beer and Ale	6,795	139	138	270	203	1.01	0.52
<b>Subtotal</b>	<b>4 Brands</b>	<b>21,860</b>	<b>464</b>	<b>292</b>	<b>969</b>	<b>450</b>	<b>1.59</b>	<b>0.48</b>
<b>Total</b>	<b>69 Brands</b>	<b>311,120</b>	<b>2,468</b>	<b>3,825</b>	<b>4,280</b>	<b>5,125</b>	<b>0.65</b>	<b>0.58</b>
<b>% of Total</b>		<b>7.0%</b>	<b>18.8%</b>	<b>7.6%</b>	<b>22.6%</b>	<b>8.8%</b>		

4 brands with at least 1,000 ad placements and with African-American youth exposure higher than all youth exposure across all diary markets

Sources: Mediaguide 2009, Arbitron 2009

Radio advertising is frequently bought and sold on the basis of station format. An analysis of various radio formats (Table 5) suggests different patterns of exposure for African-American youth compared to African-American adults and to all youth. Among the radio formats with the most African-American youth advertising exposure, four types of radio stations delivered more alcohol advertising exposure to African-American youth than to African-American adults in PPM markets: Urban (13 percent more), Contemporary Hit Radio/Rhythmic (104 percent more), Contemporary Hit Radio/Pop (14 percent more), and Hot Adult Contemporary (43 percent more). Five formats did this in diary markets as well: Contemporary Hit Radio/Pop (129 percent more), Urban (49 percent more), Alternative (19 percent more), Classic Hits (21 percent more), and Active Rock (49 percent more).

Two formats in PPM markets delivered significantly more exposure to African-American youth than to all youth: Urban (166 percent more) and Urban Adult Contemporary (240 percent more); three formats did this in diary markets as well: Urban Adult Contemporary (250 percent more), Urban (200 percent more), and Urban Oldies (238 percent more).

**Table 5: Radio Formats Exposing African-American Youth to Alcohol Product Advertising on Radio, 2009**

11 PPM Markets in 2009	Exposure (GRPs)				GRP Ratios		Cumulative Exposure			
	Youth		Adult		AA 12-20/ All 12-20	AA 12-20/ AA 21+	Youth		Adult	
	(Age 12-20)		(Age 21+)				(Age 12-20)		(Age 21+)	
Radio Station Format	AA	All	AA	All	All 12-20	AA 21+	AA	All	AA	All
Urban	2,365	890	2,097	538	2.66	1.13	20%	5%	12%	3%
Urban Adult Contemporary	516	152	1,559	304	3.40	0.33	24%	6%	21%	4%
Contemp Hit Radio/Rhythmic	200	212	98	94	0.94	2.04	26%	8%	21%	5%
Contemp Hit Radio/Pop	190	447	166	308	0.43	1.14	27%	10%	22%	6%
Alternative	129	721	161	592	0.18	0.80	28%	15%	23%	9%
Rhythmic Adult Contemporary	101	127	182	178	0.79	0.55	29%	16%	24%	10%
Hot Adult Contemporary	91	322	64	334	0.28	1.43	30%	18%	25%	12%
Sports	79	132	696	683	0.60	0.11	30%	18%	28%	15%
Adult Contemporary	62	131	180	266	0.47	0.34	31%	19%	30%	17%
Classic Rock	55	419	127	691	0.13	0.43	31%	22%	30%	20%
<b>Top 10 Formats (AA 12-20)</b>	<b>3,789</b>	<b>3,552</b>	<b>5,329</b>	<b>3,988</b>	<b>1.07</b>	<b>0.71</b>	<b>94%</b>	<b>65%</b>	<b>91%</b>	<b>60%</b>
<b>All Other</b>	<b>238</b>	<b>1,891</b>	<b>545</b>	<b>2,642</b>	<b>0.13</b>	<b>0.44</b>	<b>6%</b>	<b>35%</b>	<b>9%</b>	<b>40%</b>
<b>Total</b>	<b>4,027</b>	<b>5,443</b>	<b>5,875</b>	<b>6,630</b>	<b>0.74</b>	<b>0.69</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Formats sorted by number of African-American youth GRPs  
Cumulative exposure is based on total GRPs across all PPM markets

43 Diary Markets in 2009	Exposure (GRPs)				GRP Ratios		Cumulative Exposure			
	Youth		Adult		AA 12-20/ All 12-20	AA 12-20/ AA 21+	Youth		Adult	
	(Age 12-20)		(Age 21+)				(Age 12-20)		(Age 21+)	
Radio Station Format	AA	All	AA	All	All 12-20	AA 21+	AA	All	AA	All
Urban Adult Contemporary	1,016	290	2,698	567	3.50	0.38	14%	3%	21%	4%
Urban	679	226	455	106	3.00	1.49	23%	5%	25%	4%
Contemp Hit Radio/Pop	146	377	64	184	0.39	2.29	25%	8%	25%	6%
Country	83	634	85	911	0.13	0.97	26%	13%	26%	12%
Urban Oldies	80	24	305	65	3.38	0.26	27%	14%	28%	12%
Rock	77	350	97	567	0.22	0.79	28%	17%	29%	16%
Alternative	74	483	62	416	0.15	1.19	29%	21%	29%	18%
Classic Hits	66	183	54	276	0.36	1.21	30%	22%	30%	20%
Classic Rock	58	463	112	834	0.13	0.52	31%	26%	31%	26%
Active Rock	57	389	38	357	0.15	1.49	32%	30%	31%	28%
<b>Top 10 Formats (AA 12-20)</b>	<b>2,336</b>	<b>3,420</b>	<b>3,970</b>	<b>4,284</b>	<b>0.68</b>	<b>0.59</b>	<b>95%</b>	<b>89%</b>	<b>93%</b>	<b>84%</b>
<b>All Other</b>	<b>132</b>	<b>405</b>	<b>309</b>	<b>841</b>	<b>0.33</b>	<b>0.43</b>	<b>5%</b>	<b>11%</b>	<b>7%</b>	<b>16%</b>
<b>Total</b>	<b>2,468</b>	<b>3,825</b>	<b>4,280</b>	<b>5,125</b>	<b>0.65</b>	<b>0.58</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Formats sorted by number of African-American youth GRPs  
Cumulative exposure is based on total GRPs across all diary markets  
Sources: Mediaguide 2009, Arbitron 2009

## Television

In 2009, a total of 179,896 alcohol product advertisements appeared on national broadcast network and cable television, for which advertisers spent a reported \$855,841,126, according to Nielsen Monitor-Plus.\*\* Overall, African-American youth ages 12 to 20 were exposed to 17 percent more alcohol advertising per capita than all youth ages 12 to 20, including 16 percent more exposure to beer advertising, 20 percent more exposure to distilled spirits advertising, 12 percent more exposure to advertising for alcopops, and 17 percent more exposure to wine advertising (Table 6).

\*\* Reported spending on national television advertising in this report varies slightly from other published CAMY estimates since we analyzed only those alcohol advertising placements for which Nielsen provides estimates of African-American audiences; those estimates were not available for 2.7 percent of national advertising placements.



**Table 6: All and African-American Youth and Adult Exposure to Alcohol Product Advertising on National Television, 2009**

Category	Ads	Expenditures	EXPOSURE				GRP RATIOS	
			Youth		Adult		AA Youth/ All Youth	AA Youth/ AA Adult
			AA	All	AA	All		
<b>Beer and Ale</b>	104,722	\$699,303,593	23,689	20,463	39,481	31,139	1.16	0.60
<b>Distilled Spirits</b>	62,076	\$121,401,030	11,584	9,688	16,718	12,478	1.20	0.69
<b>Alcopops</b>	7,590	\$25,319,538	1,598	1,421	2,428	1,831	1.12	0.66
<b>Wine</b>	5,508	\$9,816,965	674	575	1,447	1,349	1.17	0.47
<b>All</b>	<b>179,896</b>	<b>\$855,841,126</b>	<b>37,545</b>	<b>32,146</b>	<b>60,073</b>	<b>46,798</b>	<b>1.17</b>	<b>0.62</b>

Source: Nielsen 2009

Nineteen brands, accounting for 47 percent of all African-American youth exposure, generated at least 20 percent more exposure to African-American youth than to youth in general. Leading brands included Jim Beam Black Bourbon Whiskey (149 percent more exposure to African-American youth than all youth), 1800 Silver Tequila (91 percent more), Grey Goose Vodka (76 percent more), Budweiser Select Beer (70 percent more), and Ciroc Vodka (47 percent more) (Table 7).

**Table 7: Leading Alcohol Brands Exposing African-American Youth More Than All Youth on National Television, 2009**

Brand	Category	Ads	Expenditures	EXPOSURE (GRPs)				GRP RATIOS		
				(Age 12-20 GRPs)		(Age 21+ GRPs)		AA Youth/ All Youth	AA Youth/ AA Adults	
				AA	All	AA	All			
Jim Beam Black Bourbon Whiskey	Distilled Spirits	291	\$1,838,515	224	90	249	84	2.49	0.90	
1800 Silver Tequila	Distilled Spirits	1,077	\$2,205,112	542	283	583	252	1.91	0.93	
Grey Goose Vodka	Distilled Spirits	1,025	\$2,740,888	333	190	430	303	1.76	0.77	
Budweiser Select Beer	Beer and Ale	322	\$8,002,354	299	176	519	343	1.70	0.58	
Ciroc Vodka	Distilled Spirits	1,150	\$2,232,483	217	147	545	325	1.47	0.40	
Heineken Beer	Beer and Ale	2,703	\$9,641,572	606	418	796	522	1.45	0.76	
Crown Royal Whiskey	Distilled Spirits	6,738	\$7,560,959	841	596	1,128	724	1.41	0.75	
Dos Equis Beer	Beer and Ale	5,299	\$23,927,203	1,420	1,017	2,052	1,391	1.40	0.69	
Coors Light	Beer and Ale	10,359	\$97,097,749	2,937	2,117	4,592	3,168	1.39	0.64	
Disaronno Originale Amaretto	Distilled Spirits	7,822	\$5,896,563	999	737	1,520	1,071	1.36	0.66	
Mike's Light	Alcopop	1,316	\$1,296,775	243	181	294	203	1.34	0.83	
Jose Cuervo Especial Silver Tequila	Distilled Spirits	4,242	\$2,934,793	565	424	728	471	1.33	0.78	
Coors	Beer and Ale	621	\$4,474,510	155	117	243	165	1.32	0.64	
Corona Extra Beer	Beer and Ale	7,495	\$31,598,492	1,367	1,062	2,502	1,769	1.29	0.55	
Bud Light Lime	Beer and Ale	2,375	\$21,878,404	736	578	1,254	900	1.27	0.59	
Captain Morgan Rums	Distilled Spirits	10,366	\$18,373,398	1,621	1,287	2,173	1,499	1.26	0.75	
Miller Lite	Beer and Ale	14,616	\$98,728,836	3,536	2,843	5,627	3,961	1.24	0.63	
Jack Daniel's Whiskey	Distilled Spirits	1,980	\$7,418,451	521	430	749	555	1.21	0.70	
Baileys Irish Cream Liqueur	Distilled Spirits	2,863	\$3,240,393	519	429	865	568	1.21	0.60	
<b>Subtotal</b>		<b>19</b>	<b>82,660</b>	<b>\$351,087,450</b>	<b>17,678</b>	<b>13,123</b>	<b>26,851</b>	<b>18,275</b>	<b>1.35</b>	<b>0.66</b>
<b>Total</b>		<b>98</b>	<b>179,896</b>	<b>\$855,841,126</b>	<b>37,545</b>	<b>32,146</b>	<b>60,073</b>	<b>46,798</b>	<b>1.17</b>	<b>0.62</b>
<b>Percent of Total</b>		<b>19%</b>	<b>46%</b>	<b>41%</b>	<b>47%</b>	<b>41%</b>	<b>45%</b>	<b>39%</b>		

19 brands with at least 100 AA Youth GRPs and with AA youth exposure at least 20% higher than all youth exposure

Sorted by ratio of African American youth exposure to total youth exposure

Source: Nielsen 2009

Sixteen networks, accounting for 49 percent of all African-American youth exposure, generated at least 20 percent more African-American youth exposure compared to all youth and delivered at least 100 African-American youth GRPs (data not shown). Leading this group were TV One (453 percent more African-American youth exposure to alcohol advertising than all youth) and BET (344 percent more). Two networks exposed African-American youth to more advertising per capita than African-American adults in 2009: BET (32 percent more) and VH1-C (15 percent more).

## Discussion

African-American youth receive substantially more exposure to alcohol advertising in magazines and on television, and more exposure to distilled spirits advertising on radio, than youth in general. This appears to result from two phenomena: brands that are targeting African-Americans generally expose the entire group (including youth) to more advertising per capita than the general population; and African-American media habits (including those of youth) make this population more vulnerable to alcohol advertising because of higher levels of media consumption in general.

Most media surveys report higher per capita usage for major media by African-American youth relative to all youth. For example, Nielsen reports that African-American youth ages 12-20 watched 53 percent more TV than all youth in 2010, and African-American adults age 21+ watched 46 percent more TV than all adults in 2010 (Table 8). Viewing patterns for individual networks vary.

**Table 8: Daily Time Spent Viewing Television for African-American and All Audiences, 2003-2010**

Year	Average Daily Time Spent Viewing				African American vs. All Viewers	
	Youth (Age 12-20)		Adult (Age 21+)		Ages 12-20	Ages 21+
	All	AA	All	AA		
2003	3:07	4:53	4:53	6:45	+57%	+38%
2004	3:06	4:29	4:55	6:47	+45%	+38%
2005	3:16	4:48	5:02	7:15	+47%	+44%
2006	3:20	5:05	4:52	7:27	+53%	+53%
2007	3:23	5:06	5:10	7:20	+51%	+42%
2008	3:29	5:17	5:03	7:31	+52%	+49%
2009	3:29	5:19	4:58	7:29	+53%	+51%
2010	3:29	5:20	5:07	7:27	+53%	+46%

Source: Nielsen

African-American youth tend to be overrepresented in the heaviest (top 20 percent) users of media as reported by GfK MRI, which measures media usage among youth ages 12–19 (Table 9).

**Table 9: Presence of African-American Youth in the Top Usage Quintiles for Major Media Types, 2010**

African-Americans Age 12-19 in the top quintile of media users, by media type

Media type	As percentage of top quintile	% Difference vs. all 12-19
Magazines	31.5%	+58%
Radio	26.7%	+33%
Television	26.4%	+32%
Internet	24.6%	+23%

Source: GfK MRI 2010

Given higher levels of media usage among African-Americans, alcohol marketers have an obligation to avoid exposure to an at-risk population. In each advertising medium, a small number of brands deliver significantly more advertising exposure to African-American youth than to youth in general, sometimes two to four times as much. Specific publications, radio formats, and television channels also expose African-American youth to more alcohol advertising than youth in general, and in some cases, to more alcohol advertising than African-American adults. That certain brands, channels, and formats expose African-American youth to alcohol at a rate double or more than that of all youth suggests that particular attention and action are needed from these advertisers and media.

Alcohol industry spokespersons have argued that the higher rates of exposure to alcohol advertising and lower rates of drinking among African-American youth disprove any link between youth exposure to alcohol marketing and youth drinking behavior.<sup>29</sup> Media effects are complex, and a range of other protective and moderating factors may be involved. Efforts to link the media exposure of African-American youth with other health risk behaviors have found mixed results as well. For instance, in the obesity field, increased television viewing was associated with greater risk of obesity among white females but not African-American females,<sup>30</sup> however greater exposure to television predicted disordered eating one year later among both white and African-American pre-adolescent females but not males.<sup>31</sup> Reconciling these findings requires looking at other potentially protective or moderating factors, such as religious commitment, ethnic identity, and socioeconomic status, as well as recognizing that effects may differ in different behavioral and attitudinal domains.<sup>32</sup>

Other aspects of alcohol environments, such as the number or density of alcohol outlets within a given community or geographic area, have also been found to have an influence on African-American drinking behavior, especially among women.<sup>33</sup> In addition, income, education, and employment are all positively related to both drinking and to binge drinking behavior; that is, wealthier, more educated, and employed people are all more likely to drink and binge drink.<sup>34</sup> The disparities between African-Americans and the rest of the population in all three of these arenas may serve as moderating factors on the effect of alcohol advertising exposure on African-American youth.

This report documents the exposure of African-American youth to alcohol advertising on national television and local radio, and in national magazines. It does not attempt to assess the influence of other factors on youth drinking behavior. It measures exposure to alcohol advertising using data that are generally available to alcohol advertisers. These data have a variety of limitations. They are based on self-reporting from non-institutionalized populations, and thus likely do not include the disproportionate numbers of incarcerated or otherwise difficult-to-reach African-American males. The media usage data also assume that people reading a magazine or tuning in to a television or radio program will pay attention to the advertising inserted in that magazine or program. This may not apply for African-American youth who may fail to identify with the models included in the advertising. The media usage data rely on survey methodologies that have not been tested in the peer-reviewed literature but that nonetheless provide at least part of the basis for the billions of dollars spent in advertising purchases every year. The methodologies themselves are evolving, rendering comparisons over time and across markets difficult, as both radio and television shift from diary (or other less advanced measurement methods) to people-meter technologies. For television, the report covers only national, not local or “spot,” advertising, because the source data for advertising placements does not include African-American audience ratings in all local markets. The report also focuses on print and broadcast media and does not attempt to document youth exposure to alcohol marketing in other forms, such as outdoor advertising,<sup>17</sup> digital and social media,<sup>35</sup> merchandising,<sup>36</sup> and product placements.<sup>37</sup>

This report compares advertising exposure among African-American youth and adults to that for all youth and adults, rather than comparisons to non-African-American youth and adults. Although a comparison to non-African-American populations would have no overlap and may provide a statistically more objective comparison, such a comparison is not standard in advertising research and would limit the replicability of our work by other advertising researchers.

In 2006, CAMY published *Exposure of African-American Youth to Alcohol Advertising, 2003 to 2004*. Magazine audience data in this report are comparable to those of the earlier report; radio and television data in this report are not comparable due to changes in measurement for those media. In magazines, for different types of alcohol as well as for all alcohol, relative exposure between African-American youth and all youth is essentially unchanged since 2003. Compared to all youth, African-American youth saw 37 percent more alcohol advertising per capita than all youth in 2003; 34 percent in 2004; 26 percent in 2007 and 32 percent in 2008. For distilled spirits, the largest category of magazine advertising, African-American youth saw 43 percent more alcohol advertising per capita than all youth in 2003; 42 percent in 2004; 36 percent in 2007 and 38 percent in 2008. However, as we have pointed out elsewhere, magazine advertising is declining in general for most product categories, including alcohol. From 2003 to 2008, total alcohol GRPs declined by 35 percent for African-American youth and 32 percent for all youth.

## Conclusion

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In the context of an evidence base suggesting that increased exposure to alcohol marketing puts young people at greater risk of drinking, this report has documented that African-American youth experience greater exposure to alcohol advertising than youth in general in magazines and on television, and to distilled spirits advertising on radio. In addition, specific brands and media outlets generate nearly five times as much alcohol advertising exposure to African-American youth than to all youth. Some of these also deliver greater exposure to African-American youth than to African-American adults.

Further research is needed to understand fully the impact of this higher level of exposure on the health and safety of African-American youth. However, it is known that excessive alcohol use is related to violence, motor vehicle crashes, and the transmission of STDs in youth.<sup>5</sup> A number of steps have been or could be taken to reduce the alcohol advertising exposure. In the 1990s, numerous African-American communities successfully passed ordinances limiting outdoor advertising of alcohol and tobacco, in order to reduce the glut of ads for these products found in their communities.<sup>38</sup> However, monitoring and enforcement of compliance with limits on this form of advertising are still needed.<sup>39</sup> Communities have also worked to remove alcohol sponsorships from family-oriented celebrations and holidays and civic events such as Juneteenth.<sup>40</sup> Other effective strategies for reducing the risk of underage drinking and excessive alcohol use in general include enforcing the minimum drinking age,<sup>41</sup> reducing alcohol outlet density,<sup>42</sup> and increasing alcohol taxes.<sup>43</sup>

The National Research Council and Institute of Medicine<sup>44</sup> as well as 24 state attorneys general<sup>45</sup> have called on alcohol companies to adopt stronger self-regulatory standards to better protect youth from exposure to alcohol advertising. In its landmark 1999 report on self-regulation in the alcohol industry, the Federal Trade Commission encouraged alcohol companies to develop and enforce “no-buy” lists “barring placement on TV series and in other media with the largest underage audiences.”<sup>46</sup> To our knowledge this recommendation has never been implemented. The documentation by this report that specific media outlets and brands deliver significantly higher exposure to alcohol advertising to African-American youth shows the need for this and other forms of restraint on the part of alcohol advertisers.

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# Appendix A: Glossary of Advertising Terms

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## Rating

Audience as a percentage of a universe estimate.

## Universe Estimate

Total persons or homes in a given population (e.g., television households in the United States or people ages 12 to 20 in the United States).

## Impressions

An advertising **impression** occurs when one person sees or hears an advertisement. If this ad is seen by five different people, that counts as five impressions. If a particular advertising medium, such as a magazine or television program, has an audience of 100,000 people, an ad placed in that magazine or during that program generates a number of impressions equal to the audience size—in this case 100,000 impressions.

## Gross Impressions

The sum of impressions for a given ad campaign, or for any other combination of ads, is called **gross impressions**—so called because they include multiple exposures for some or all of the people who are exposed to the advertising. If five people see the same ad five times, this counts as 25 gross impressions. For a national advertising campaign, it is common for an advertising schedule to generate 500 million or more gross impressions.

## Gross Rating Points (GRPs)

**GRPs** measure advertising exposure for a particular population, relative to the size of that population, and may be calculated by dividing gross impressions within that population by the number of people in the population.

## Audience Composition

Research companies collect demographic information about audiences for different media such as magazines, television programs, or radio stations. Demographics usually include age, gender, and race, among other factors. For the example of a medium with an audience of 100,000 people, research may report that 20,000 are ages 2 to 20, and 80,000 are ages 21 and above. In that case, the **composition** of the audience is calculated by looking at the percentage of the audience that meets different demographic criteria. In this example, the audience composition is 20 percent for ages 2 to 20 and 80 percent for ages 21 and above.

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