

Robert C. (Bob) Wright
Vice Chairman and Executive Officer, General Electric
Chairman and CEO, NBC
30 Rockefeller Plaza
New York, NY 10112
Fax: (212) 664-7288

Dear Mr. Wright:

The Santa Barbara County Board of Supervisors is disappointed by NBC's decision to start airing hard-liquor ads. We strongly urge you to reconsider your policy and order the reinstatement of the NBC's longstanding voluntary ban on hard liquor ads.

Too many influences already promote drinking by underage youth and hard-liquor ads on NBC can only make that problem worse. Comprehensive research conducted over the past five years confirms that hard-liquor ads on TV would significantly increase the pressures to drink on our nation's youth. That study found that 15- to 20-year-olds who had greater exposure to TV liquor advertising were more likely to have intentions to drink liquor when older than those with lesser exposure to those ads.

Alcohol is by far Santa Barbara County's number-one youth drug of choice and drug problem. Recently 43% of 11th graders reported drinking in the last month. According the 2001 Children's Scorecard, 67% of Santa Barbara County youth have used alcohol by the age of 14. This is significant because research shows that the younger the onset of use, the greater the danger of addiction.

Changing your policy to uphold the ban on hard liquor advertising has widespread support. An overwhelming majority of Americans (72%) support keeping network television free of hard-liquor ads. Most Americans (70%) agree that it is dangerous to have liquor ads on TV because they will introduce underage persons to liquor and 79% think that airing those ads will be a factor in causing young people under 21 to try distilled spirits.

We urge you to discontinue airing commercials for distilled spirits, at any time, and to assist all communities in protecting our youth and preserving standards to prevent underage drinking.

Sincerely,

Santa Barbara County Board of Supervisors

K. Rupert Murdoch
Chairman and CEO
Fox Entertainment Group INC.
1211 Avenue of the Americas
New York, NY 10036

Dear Mr. Murdoch,

The Santa Barbara County Board of Supervisors applauds your choice to uphold the 50-year voluntary ban on the advertising of distilled spirits.

The original intent of the voluntary ban was to establish an industry code of ethics that would prevent the marketing of alcohol to underage youth. Given this intent and the Board's strong interest in protecting the public health and safety of our youth, we find the recent decision by NBC to break the ban very disappointing. This decision is significant because research has proven the negative impact of advertising on young people. A recent study found, for example, that 15 to 20 year-olds who had greater exposure to TV liquor advertising were more likely to have intentions to drink alcohol when older than those with lesser exposure to those ads. Locally, 67% of Santa Barbara County youth have used alcohol by the age of 14. This is also important because again research shows that the younger the onset of use, the greater the danger of addiction. Last year, 43% of Santa Barbara County 11th graders reported having drunk alcohol in the past thirty days. Too many influences, including broadcast advertising for beer, already promote drinking by underage youth.

Your policy to uphold the voluntary ban is not only supported by this Board, but has also widespread community support. A national survey indicates that 72% of Americans support the television networks voluntary ban. Additionally, 70% of American's agree that it is dangerous to air hard liquor advertisements. Your network has shown great leadership in taking a stand about the number one drug problem among our youth and reduced the risk of underage youth consuming hard liquor.

FOX and our local FOX affiliate are doing the right thing for young people by refusing to accept hard-liquor advertisements. We urge you to stand firm in this resolve and we offer our appreciation and future support for this principled position.

Sincerely,

Santa Barbara County Board of Supervisors

cc: Dave Ulrickson, FOX 11 General Manager

Mel Karmazin
President, COO and Director
Viacom (CBS)
52nd Floor
1515 Broadway
New York, NY 10019

Dear Mr. Karmazin,

The Santa Barbara County Board of Supervisors applauds your choice to uphold the 50-year voluntary ban on the advertising of distilled spirits.

The original intent of the voluntary ban was to establish an industry code of ethics that would prevent the marketing of alcohol to underage youth. Given this intent and the Board's strong interest in protecting the public health and safety of our youth, we find the recent decision by NBC to break the ban very disappointing. This decision is significant because research has proven the negative impact of advertising on young people. A recent study found, for example, that 15 to 20 year-olds who had greater exposure to TV liquor advertising were more likely to have intentions to drink alcohol when older than those with lesser exposure to those ads. Locally, 67% of Santa Barbara County youth have used alcohol by the age of 14. This is also important because again research shows that the younger the onset of use, the greater the danger of addiction. Last year, 43% of Santa Barbara County 11th graders reported having drunk alcohol in the past thirty days. Too many influences, including broadcast advertising for beer, already promote drinking by underage youth.

Your policy to uphold the voluntary ban is not only supported by this Board, but has also widespread community support. A national survey indicates that 72% of Americans support the television networks voluntary ban. Additionally, 70% of American's agree that it is dangerous to air hard liquor advertisements. Your network has shown great leadership in taking a stand about the number one drug problem among our youth and reduced the risk of underage youth consuming hard liquor.

CBS and our local affiliate, KCOY, are doing the right thing for young people by refusing to accept hard-liquor advertisements. We urge you to stand firm in this resolve and we offer our appreciation and future support for this principled position.

Sincerely,

Santa Barbara County Board of Supervisors

cc: Dave Ulrickson, KCOY General Manager

Steven M. Bornstein
President of ABC Television
500 S. Buena Vista St.
Burbank, CA 91521-4771

Dear Mr. Bornstein,

The Santa Barbara County Board of Supervisors applauds your choice to uphold the 50-year voluntary ban on the advertising of distilled spirits.

The original intent of the voluntary ban was to establish an industry code of ethics that would prevent the marketing of alcohol to underage youth. Given this intent and the Board's strong interest in protecting the public health and safety of our youth, we find the recent decision by NBC to break the ban very disappointing. This decision is significant because research has proven the negative impact of advertising on young people. A recent study found, for example, that 15 to 20 year-olds who had greater exposure to TV liquor advertising were more likely to have intentions to drink alcohol when older than those with lesser exposure to those ads. Locally, 67% of Santa Barbara County youth have used alcohol by the age of 14. This is also important because again research shows that the younger the onset of use, the greater the danger of addiction. Last year, 43% of Santa Barbara County 11th graders reported having drunk alcohol in the past thirty days. Too many influences, including broadcast advertising for beer, already promote drinking by underage youth.

Your policy to uphold the voluntary ban is not only supported by this Board, but has also widespread community support. A national survey indicates that 72% of Americans support the television networks voluntary ban. Additionally, 70% of American's agree that it is dangerous to air hard liquor advertisements. Your network has shown great leadership in taking a stand about the number one drug problem among our youth and reduced the risk of underage youth consuming hard liquor.

ABC and our local affiliate, KEYT, are doing the right thing for young people by refusing to accept hard-liquor advertisements. We urge you to stand firm in this resolve and we offer our appreciation and future support for this principled position.

Sincerely,

Santa Barbara County Board of Supervisors

cc: Bob Grissom, KEYT General Manager

Dear Station Manager,

The Santa Barbara County Board of Supervisors is very concerned about public health and young people in this community and we want to express our opposition to the decision by NBC to lift the voluntary ban on airing hard liquor advertisements. We ask you to reconsider this decision and block the local broadcast transmission of any hard-liquor advertisements from network, syndicated or other national sources.

We know that your decision to ban hard liquor ads would benefit our youth and our community. Alcohol is by far Santa Barbara County's number-one youth drug of choice and drug problem. According the 2001 Children's Scorecard, 67% of Santa Barbara County youth have used alcohol by the age of 14. This is significant because research shows that the younger the onset of use, the greater the danger of addiction. Another study found that 15- to 20-year-olds who had greater exposure to TV liquor advertising were more likely to have intentions to drink liquor when older than those with lesser exposure to those ads. Last year, 43% of Santa Barbara County 11th graders reported having drunk alcohol in the past thirty days. Too many influences (including broadcast advertising for beer) already promote drinking by underage youth.

Refusing liquor ads for broadcast has widespread support. An overwhelming majority of Americans (72%) support keeping network television free of hard-liquor ads. Most Americans (70%) agree that it is dangerous to have liquor ads on TV because they will introduce underage persons to liquor and 79% think that airing those ads will be a factor in causing young people under 21 to try distilled spirits.

Please don't join NBC's pollution of our children with liquor ads. We urge you to discontinue airing commercials for hard liquor, at any time, and to take action to block NBC's national feed of ads for distilled spirits.

Sincerely,

Santa Barbara County Board of Supervisors