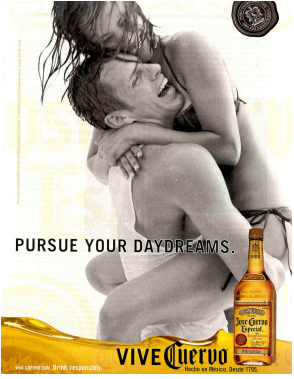
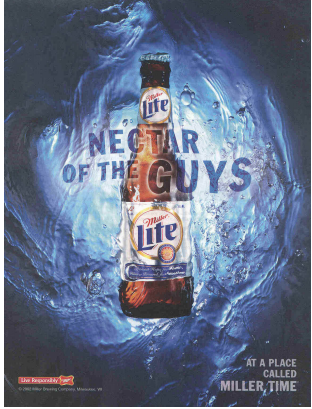


# Alcohol in Movies

 <p>PURSUE YOUR DAYDREAMS.</p> <p>VIVE CERVEZA</p>	<p><b>Analyzing Alcohol Advertisements &amp; Marketing</b></p> <p>A resource for educators</p> <p>©2004, Frank Baker, media educator</p>	 <p>NECTAR OF THE GUYS</p> <p>AT A PLACE CALLED MILLER TIME</p>
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## Alcohol in American Films

(this page under construction)

According to a 2004 study of 200 films, rated G to NC-17, and 1,000 songs, entertainers were depicted doing drugs, drinking or smoking in 98 percent of the top movie rentals and 27 percent of the most popular songs in 1996 and 1997.

– Office of National Drug Control Policy and the U.S. Department of Health and Human Services



Poster advertising film with Michael Keaton

## [COORS UNDER FIRE FOR “SCARY MOVIE 3”](#)

[Limiting adolescents’ exposure to R-rated movies may help prevent early use of alcohol and tobacco](#) ~ Of children, ages 10-14, with no parental restrictions on viewing R-rated films, 35% had tried smoking and 46% had tried alcohol. Of those with complete restrictions on viewing R-rated films, 2% had tried smoking and 4% had tried alcohol.

[Alcohol in American Films](#) (pdf)

[An Analysis of Alcohol & Tobacco use in Popular Films](#)

1996-2001

Let Your Conscience Be Your Guide: Smoking and Drinking in  
Disney Animated Classics