


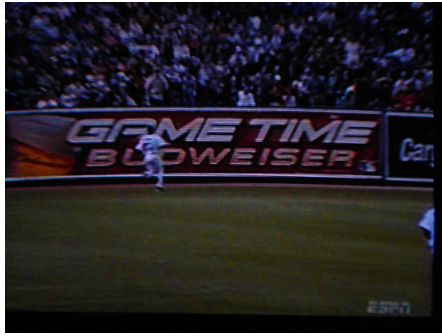
Alcohol on Television

	<p>Analyzing Alcohol Advertisements & Marketing</p> <p>A resource for educators</p> <p>©2004, Frank Baker, media educator</p>	
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Alcohol in Television

(this page is under construction)

	<p>Teen programming is filled with alcohol advertising. All 15 of the television shows most popular with teens ages 12-17 had alcohol ads. Throughout 2002, alcohol companies placed 5,085 ads on programs such as <i>Survivor</i>, <i>Fear Factor</i> and <i>That '70s Show</i>, at a total cost of nearly \$53 million. Spending on this group of shows increased by 60 percent, compared with 2001. Six of the shows – five on the WB, one on Fox – had disproportionately youthful audiences.</p> <p>Source: Georgetown Study Finds Number of Alcohol Ads Bombarding Teens Rose in 2002</p> <p>http://www1.georgetown.edu/explore/news/?ID=783</p>
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Budweiser sign in the outfield of the Metrodome baseball park, during MLB playoffs, strategically placed so that it will be seen by TV cameras & millions of home viewers



Behind the plate, the center field camera shows an ad that is not seen in the ball park, But through TV technology, the director can insert the ads.

[Absolut to Try TV Ads](#) (Sept. 2004)

Liquor Ads on TV: Background

http://www.cspinet.org/booze/liquor_background.htm

[Beer Commercials: A Brief History](#)

[The Party's Over](#) (PSA, pdf of ad storyboard)

[Study Shows TV Alcohol Ads Outnumber Responsibility Ads 226 To 1](#) (2004)

[Substance Use in Popular Prime Time Television](#)

[Teen Drinking Habits Influenced by TV, Parents](#)

[Do Beer Commercials Target Teens?](#) (1998)

[Study links TV, music videos to alcohol use by teens](#)

[The Effect of TV Alcohol Ads on Adolescent Drinking](#) (1996)