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| *November5, 2004* |

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**1. Want to Profit From Vodka? Follow That Grey Goose**

**By Jim Rendon – *The* *New York Times***
October 31, 2004

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| Anthony Settecase pours one of the 80 types of vodka at Pravda, a bar in SoHo. The popularity of vodka, especially at the high end of the market, has climbed.Michael Nagle for The New York TimesAnthony Settecase pours one of the 80 types of vodka at Pravda, a bar in SoHo. The popularity of vodka, especially at the high end of the market, has climbed. |

INSIDE one of Manhattan's monuments to vodka consumption, the Pravda bar in SoHo, Mike Lee orders a vodka on the rocks, letting the bartender choose among the esoteric collection of bottles lined up behind the bar.

Mr. Lee, 30, a stockbroker, usually drinks expensive vodkas like Belvedere, Chopin or the new Absolut brand, Level. But at Pravda, he can't order those mainstream brands.

"The bartender just rolls his eyes when I ask for one of those," he said.

Those vodkas, and even Pravda's more obscure imports - like Jewel of Russia and Zubrowka Bison Brand, from Poland - are gaining popularity as the vodka market grows. Vodka accounted for 26.6 percent of all spirits sold in the United States in 2003, up from 24.2 percent in 1998, according to the Adams Beverage Group. And sales of superpremium brands, those costing $30 a bottle or more, were up 21 percent in 2003 over the previous year, according to the Distilled Spirits Council.

Distillers would not release specific figures, but high-end vodkas are clearly profitable. "There is more margin involved for everyone'' for high-priced vodka, said Monsell Darville, vice president and group marketing director at Bacardi, which owns Grey Goose, a French vodka.

These vodkas are drawing converts. Mr. Lee used to drink whiskey, but he said that he gradually preferred vodka's cleaner taste and that, after drinking vodka, he usually felt better the next day.

"The following day I used to reek of whiskey," he said.

This high-end market barely existed 15 years ago, when Absolut was alone at the top. Now Absolut, at $20 a bottle, is in the middle of the market. Grey Goose, vodka originally owned by Sidney Frank Importing that sells for $30 a bottle, is now the top-selling high-end vodka. In August, Bacardi bought the brand for a reported $2 billion.

Jerald O'Kennard, director of the Beverage Testing Institute, said that new brands were being introduced all the time, and that they were desperate to differentiate themselves. Wyborowa Single Estate is sold in a bottle designed by the architect Frank Gehry. Magazine ads for Level, Absolut's stab at the high end, promote two distillation methods, with no mention of what they are or why they matter. Cîroc, a French vodka, is made from grapes, not potatoes, rye or wheat, as other vodkas are.

In general, marketing for expensive liquor seems to be paying off. While the entire spirits market grew 3.9 percent from 2002 to 2003, according to the Distilled Spirits Council, superpremium brands grew 11.1 percent.

When people "have a cocktail, they want it to be a special occasion," said David Ozgo, chief economist at the Distilled Spirits Council. "There is a certain romance," he added, "to sitting down with a martini glass to have a drink with friends."

The lure of the martini glass is what drew Maximilla Lukacs, 27, a filmmaker and musician, and her friend Danielle Devincenzo, 26, a musician and clothes maker, to Pravda. Sitting at the bar, they sipped at yellow and green vodka drinks in frosted martini glasses.

When they want to drink vodka, this is where they go. But it's not for the vodka itself. Ms. Devincenzo is not normally a vodka drinker. "I drink Patrón," she said, referring to a brand of tequila. "But these drinks are so great. This place makes me want to drink vodka."

Marketers strive to present vodka as a versatile liquor that mixes well with just about anything.

But that also presents a challenge to distillers. Vodka is often thought of as an essentially flavorless alcohol; in fact, the Code of Federal Regulations defines it as being "without distinctive character, aroma, taste or color."

DISTILLERS have fought this reputation by promoting everything from the ingredients - select wheat, locally grown rye - to the distilling process and the kind of water used. Wyborowa Single Estate, for example, is produced with ingredients all derived from the same Polish farm: the rye is grown at the estate, the water pulled from a well there. Mr. Darville strives to link Grey Goose with the culinary history of France, and with what he said was the uncompromising French attitude toward food and drink.

While the impact of much of this on the vodka itself is debatable, there are basic differences among the brands. The one best known to those who worked their way up to the top shelf the hard way is the afterburn that some vodkas leave when they go down. The burn is usually associated with inexpensive vodkas, which typically use corn as a base for the alcohol, said Robert Plotkin, an author and founder of BarMedia, a beverage consulting firm.

A vodka's base ingredients are its most defining feature, Mr. O'Kennard said. Potato vodkas tend to be creamy. Wheat vodkas are often sweet. Rye creates a spicy flavor.

Yet few people drink vodka straight up, the best way to differentiate among brands. Even at Pravda, where bartenders take pride in the vodkas they pour, the bar menu is a long list of martini-glass concoctions.

After it is splashed over ice and spun in shakers with three or four ingredients, the vodka itself becomes less important, Mr. O'Kennard said.

"If you use these vodkas in a Bloody Mary or a vodka tonic, the subtleties will not show up," he said.

But more and more people feel that it is worth it to spend a few extra dollars on their Bloody Marys anyway.

**2. Russia Extends Vodka Trademark Battle to U.S.**

By Alex Nicholson - *Associated Press*

November 1, 2004

Moscow — The state-run Russian company that claims the rights to Stolichnaya vodka has targeted British spirits and wine group Allied Domecq in its fight to control the hundreds of millions of dollars in annual sales of the famed Russian vodka in the United States.

The filing in the Manhattan federal court on Thursday by lawyers representing Soyuzplodoimport is the first time the Russian government has extended its long-brewing fight with fugitive vodka tycoon Yury Shefler to the American market.

Soyuzplodoimport, which manages Stolichnaya and other vodka brands in Russia, alleges that Allied Domecq Plc broke the law when it signed a distribution deal with Shefler in 2001. Soyuzplodoimport says Shefler's SPI Spirits Group held the rights to Stolichnaya illegally.

SPI Group has said Stolichnaya is the world's best-selling vodka, with $500 million in consumer retail sales in export markets.

Chris Swonger, a senior vice president at Allied Domecq's Washington office, said his company's deal with Shefler's spirits group was "incontestable" and "ironclad."

Lawyers for Soyuzplodoimport, an arm of the Agriculture Ministry, allege that Shefler forged and destroyed documents to buy Stolichnaya and other popular Soviet-era brands at a fraction of their value in a murky deal in the mid 1990s.

They say the brands' previous owner had been wrongly privatized and had no right to sell what Soyuzplodoimport general director Vladimir Loginov called "an important part of Russia's national heritage."

"U.S. sales of vodka using the misappropriated marks now exceed $600 million annually," said Steven Madison, a lawyer with U.S. law firm Quinn Emanuel Urquhart Oliver & Hedges, which is representing Soyuzplodoimport.

When the Russian government launched a successful, but legally questionable campaign to recapture the domestic rights to the vodka labels in 2001, Shefler said the move was equal to renationalization.

Last year, Soyuzplodoimport said the World International Property Organization had recognized it as the lawful owner of the international registration for Stolichnaya and other vodka trademarks.

Shefler contended that Russia's state patents and trademark agency had signed the labels over to the government without the necessary court ruling.

A protracted courtroom fight is in the cards: while Shefler tries to take back some of the rights to Stolichnaya in Russia, Soyuzplodoimport has so far been unsuccessful in tackling the trademark's registration overseas



**3. Study Shows Liquor Drinks Gaining Popularity Among Young People**

By Delawese Fulton – *The Telegraph*

October 30, 2004


A recent report shows that traditional beer sales among young adults is declining while sales of flavored alcoholic beverages are increasing.

Although the Milwaukee Journal Sentinel report - based on Beverage Marketing Corp. research - focused on drinkers age 21 to 24, locals say the trend extends to most of the under-30 crowd.

Tom Durnford, owner of Macon's Texas Cattle Co. Border Grill & Brewery, said in the establishment's 15 years, the highest sales occurred these past five years and were mostly due to the addition of flavored beers along with the bar's assortment of liquor concoctions. He agreed that flavored alcoholic drinks are a hit among young adults.

"They like more creative, lighter drinks with juice and fruit," Durnford said Friday. He said strawberry margaritas have become a favorite.

Between answering ringing telephones and serving drinks, bartender Mara Gregor said the most-requested drinks among 21- to 30-year-olds who frequent Texas Cattle Co. are the brewery's raspberry- and peach-flavored beers.

Of about eight beers brewed at Texas Cattle Co. - which offers a microbrewery and full bar - the flavored ones always top the sales, Durnford said.

Since 2000, beer's share of the overall alcohol beverage market has eroded, while the share held by wine and spirits has gained ground, according to the Beverage Marketing Corp., a consulting firm.

Much of beer's decline is tied to inroads that sellers of vodka, tequila and other spirits have made with consumers in their 20s. Propelled by aggressive marketing, a new generation of drinkers is showing a growing preference for sweeter drinks, such as martinis and other cocktails made with fruit-flavored spirits.

Some of those drinkers, including men, who account for more than 80 percent of U.S. beer consumption, still imbibe a frosty brew.

Carson Lester, 27, said he goes to Loco's Deli & Pub in Macon each week to have a social drink with friends. He said he enjoys a screwdriver, a traditional drink made with orange juice and vodka, every now and then. But like most men, he said, he is a beer drinker at heart." It depends on the mood I'm in," Lester said. "I work out, and I like drinks with juice in them. "However, Lester said beer is his mainstay beverage and he predicts it will be even more so as he gets older. For now, spirits seem to be in the "in." The spirits' share of the alcoholic drink market rose from 27.3 percent in 2000 to 27.9 percent in 2003, according to Beverage Marketing. Beer's share declined from 60 percent to 58.5 percent while wine's share increased from 12.7 percent to 13.6 percent. Beer remains the most popular alcoholic drink in the United States.And despite the spike in spirit sales and their friends' preference for flavored alcoholic drinks, 26-year-olds Anna Brown and Emily Doss of Macon said they are devoted to beer.

"My first drink was a Zima," Doss said. She, Brown and another friend were sharing a girls' evening out Thursday at Loco's.

"Mine was a mixed drink," Brown said.

Doss said the clear, lemony flavored beer was OK, but she gravitated more toward the flavor of traditional beer.

"It tastes good, and it's not real sugary," she said.

Brown said she, too, likes the taste of traditional beer.

"I don't think it tastes bitter," she said.

*- The Milwaukee Journal Sentinel contributed to this story.*

**4. Two Alcohol Poisoning Deaths on Colo. Campuses Stir Change**

By Chryss Cada – *The Boston* *Globe*

November 1, 2004

FORT COLLINS, Colo. -- The alcohol poisoning deaths of two students at Colorado universities have prompted college and local officials to consider banning drinking at more college activities, limiting the number of liquor licenses surrounding campus and stepping up alcohol education programs aimed at students.

In Fort Collins, where Colorado State University sophomore Samantha Spady was found dead in a fraternity house Sept. 5, an alcohol task force has been formed. In the short term, the university has banned the sale of beer at football games, drawing student protests. Spady, who was 19, had a blood-alcohol level of .436 percent, more than five times the national drunken driving standard of .08 percent.

In Boulder, where University of Colorado freshman Lynn ''Gordie" Bailey was found dead in a fraternity house Sept. 16 with a blood-alcohol level of .328 percent, the City Council voted unanimously to investigate zoning laws, alcohol licensing policies, and code enforcement as ways to curb drinking by college students.

''The problem doesn't stop at the edge of campus," said Gordon Riggle, a councilman in Boulder. ''It's a problem that not any single organization can solve. There has always been an issue with college drinking, but it's reached a point where it is going to take a long-term commitment by several organizations to affect positive change."

In addition to the two Colorado deaths, three other cases of suspected alcohol poisoning of college students have occurred this fall in Oklahoma, Arkansas, and Virginia. An estimated 1,400 college students die each year as a result of alcohol abuse, according to a 2002 study by the Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism. Of those deaths, about 300 are attributed to alcohol poisoning, with the rest directly caused by drownings, car crashes, and other accidents.

''There has been alcohol use and abuse for eons, but now the culture has shifted," said Linda Kuk, vice president of student affairs at Colorado State, which she attended 30 years ago. ''What's changed is the magnitude of student's drinking. When I was in college, students would get pretty drunk and fall asleep or maybe throw up, but it's at a whole different level now -- students are dying."

Kuk is cochairwoman of a 28-member alcohol task force formed after Spady's death that includes not only university officials and students, but also members of the medical community, city officials, and representatives from the public school system.

In Boulder, where there are 60 bars within a 1-mile radius of the University of Colorado's campus, city officials are looking at the supply side of the equation. One possibility being considered is limiting liquor licenses. Since Bailey's death, the Boulder Planning Board has denied an application for a nightspot across from campus with a capacity to serve 500 people.

Both communities are focusing on binge drinking. About 40 percent of the nation's college students engage in binge drinking, defined as five or more drinks in a row for men and four or more drinks for women. About 20 percent of students reported binge drinking more than three times in the last two weeks, according to the national advisory council's study.

Two days before her death, Spady posted a message on the Internet saying she planned to get ''extremely wasted" that weekend. The homecoming queen and a Drug Abuse Resistance Education counselor in her Nebraska hometown, Spady drank the equivalent of 30 to 40 beers in an 11-hour spree before her death.

''The blood alcohol content of students checking into detox is on the rise," said Robert Maust, chairman of the standing committee on alcohol at the University of Colorado. ''The profile seems to suggest that students have adopted a high tolerance. They are able to function well, right up to the point that their systems shut down."

Ann Quinn-Zobeck of Bacchus and Gamma, an international organization focusing on peer education as a strategy to prevent alcohol abuse, said, ''A lot of students don't recognize alcohol poisoning, they just think their friend is 'sleeping it off.' They've seen a person do it before and be fine, so they get complacent."

Since Spady's death, Colorado State has launched a ''social norm messaging" education campaign.

''The idea is to let students know that despite the message they are getting to the contrary, the majority of students are responsible when it comes to alcohol consumption," Quinn-Zobeck said.

Bailey, 18, died after participating in a Chi Psi fraternity ritual involving wine and whiskey, Boulder police said. The amount of alcohol he consumed during a two-hour period is equivalent to nearly 22 beers.

''Gordie was a team player," said his stepfather, Michael Lanahan of Dallas. ''If he was told nobody was allowed to leave until the whiskey was gone, he would have done his part."

Jessica Funk, a resident adviser in a dorm at Colorado State, said the problem was broader than fraternities on the Fort Collins campus.

''I think saying the drinking is out of control is an accurate portrayal," she said. ''Students have always gotten drunk, but not to the point where they're blowing a .6 [blood alcohol content on a breathalyzer] like they are now. Something has got to change because the scary part is it just keeps getting worse."

**5. Liquor Licenses Suspended for Rainbow Area Club**
By Tom Saul – *Quad City Times*

November 1, 2004

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A nightclub in Davenport’s Rainbow District had its state liquor licenses suspended for 21 days almost a year after its owner and two employees were cited for bootlegging following an investigation by undercover police.

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Club Liquid, at 822 W. 2nd St., was ordered to stop selling alcoholic beverages beginning Monday under an order from the Iowa Alcoholic Beverages Division. It is also all barred from giving away or allowing consumption of alcohol on club property until Nov. 22.

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“The business, however, may remain open for other lawful activities as long as the activities do not include the selling, serving, consuming or giving away of any alcoholic beverages,” according to the order signed by Lynn Walding, administrator of the division.

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Terry Grimes, owner of the nightclub, did not return a phone call from the [QUAD-CITY TIMES](http://www.qctimes.com) seeking comment of the suspension. Late last month he filed an application to renew the club’s liquor license, according to city records.

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**6. Anheuser-Busch**

Source*: London Financial Times*

November 3 2004

Anheuser-Busch has long relied on squeezing ever more from the US beer barrel. In contrast to Coca-Cola, which generates about 80 per cent of its profits overseas, the US brewer makes more than that proportion from North American beer. But life is getting tougher. Growth rates in the already mature US beer industry are suffering as some drinkers switch to spirits and wine. Anheuser - which controls about half the US beer market - is also facing tougher competition than it has for years in the beer industry itself. Miller, the US number two, was once a soft target from which Anheuser stole a little market share each year. Now, as part of SABMiller, it has started to fight back. In addition, imported brands continue to gain market share in the US. Taken together, those trends are likely to continue making volume growth tougher, or at least more costly. There remains some room for raising prices. But Anheuser will have to spend more heavily on marketing and on new product innovation, potentially squeezing the potential for margin improvement. There are already some signs of that squeeze, exacerbated by rising raw material costs.

Anheuser does have a strong position in the faster-growing Mexican market. It has also invested in China. But, while the opportunity there could one day be huge, it is unlikely to have a material profit impact for some years. For now, there is no sign of anything that will put the fizz back into Anheuser's share price.



**7. Council Shelves Alcohol Issue**

By [Vanessa Miller](http://www.press-citizen.com/apps/pbcs.dll/personalia?ID=221) *- Iowa City Press-Citizen*

November 2, 2004

**City will wait for board report**

IOWA CITY, IA -- Trees that are dropping leaves into yards around town today will be growing new foliage when the Iowa City Council next talks about alcohol-related issues.

Councilors agreed Monday during their informal meeting to shelve further alcohol discussions until they receive the new Iowa City Alcohol Advisory Board's first progress report. While board officials said they will provide several informal updates to the city as they move ahead with their initiatives, they do not anticipate making a formal presentation until May.

"That's what I heard," Mayor Ernie Lehman said about the council's decision to wait for the board report. "But we will send a letter to the state".

Councilors agreed that in the interim, they can take action by lobbying state legislators to enact stricter penalties relating to alcohol violations.

"We need to lobby the Legislature for more severe penalties," Councilor Bob Elliott said. "The lobbying needs to begin."

Among the many existing state and local alcohol-related laws, patrons younger than age 19 who are found in an Iowa City bar after 10 p.m. are subject to a $250 fine. Establishment owners who violate the city law face escalating fines of $100 to $500, with a third violation bringing suspension and a fourth resulting in revocation of an alcohol license.

"I would like to bring keg registration to the state's attention as well," Councilor Dee Vanderhoef said, referring to an ordinance that some cities and counties have mandating the number of kegs allowed on a premises and requiring purchase registration.

Although Councilor Regenia Bailey had reservations about supporting such a law, a council majority agreed to mention keg registration as an example of stricter enforcement.

"Can we talk to other councils and communities that are facing these challenges," Bailey asked, adding that the joint effort might have a more significant impact on legislators.

Lehman said he will request support from officials in several cities including Ames, home to Iowa State University, and Cedar Falls, home to the University of Northern Iowa.

The City Council began taking a more active role to regulate alcohol in 2001 when it banned some drink specials and took authority to revoke or suspend alcohol licenses. That push to curb underage drinking continued last year when councilors enacted the 19-only law, which was the result of a compromise made with University of Iowa students and local business owners.

Last month, councilors considered establishing a law banning those younger than 21 from entering bars after 10 p.m., but they agreed to hold off after community activists and business owners proposed the new Alcohol Advisory Board.

As proposed, the group will be an 11-member board of 19-only establishment owners, 21-only bar owners, community leaders, local developers and student representatives. Members include Leah Cohen, owner of Bo-James Restaurant, 118 E. Washington St., Brian Flynn, owner of Joe's Place, 115 Iowa Ave., UI Student Government Vice President Jason Shore, developer Marc Moen, Sheraton Hotel Manager Chuck Goldberg, Jim Bell, owner of the Deadwood, 6 S. Dubuque St., and Mike Porter, owner of One-Eyed Jake's, 18-20 S. Clinton St., and the Summit Restaurant and Bar, 10 S. Clinton St.

According to the board's outlined organizational structure and goals, objectives include: enacting and overseeing self-policing in establishments; cooperating and supporting compliance checks by the Police Department and the alcohol board; promoting the uniform use of "19 to socialize, 21 to drink" in advertisements; limiting the type, number and location of advertisements that contribute to excessive and underage drinking; providing monitors to help reduce dangerous and illegal drinking; increasing education and training opportunities for bar employees; using a wristband and stamping system to identify customer ages; and sending letters reporting unlawful activity to police, acting as citizen complaints.

**8. Shakers Stirs Fresh Spirits**

By Chris Rauber **-** *San Francisco Business Times*

October 31, 2004

**Investors take shot at premium vodka**

San Francisco is now home to the latest entry in the ultra-premium vodka wars -- a newbie produced by the same band of entrepreneurs that earlier unleashed Pete's Wicked Ale on an unsuspecting planet.

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Infinite Spirits, the privately held company that produces Shakers Original American Vodka in several varieties, moved here from Napa in early September, after launching its high-end vodka on a limited basis in March 2003. Revenue for the new vodka, which retails for about $30 a bottle, will be "less than $5 million" this year, said Tim Clarke, Infinite Spirits' co-founder and CEO, "but we doubled our business this year and will double again next year."

Even so, he admits, "we're a drop in the bucket next to some of the bigger boys."

So far, however, results are encouraging for the tiny company, which has 16 employees, six of them in San Francisco. Shakers is already the best-selling premium vodka in Minnesota, where it's distilled, its makers say, and has prevailed in taste tests against Sweden's Absolut, Russia's Stolichnaya, France's Grey Goose, Poland's Belvedere and the Netherlands' Ketel One.

Paul Pacult, a nationally known spirits critic, gave Shakers his highest "classic" recommendation in the Jan. 26 issue of Wine Enthusiast Magazine.

Shakers is available in 18 states, many of them in the Midwest and New England. It's made from wheat and rye grains that go through an intense distilling process by partner Glacial Grains and Spirits Co., which is owned by a cooperative of farmers in tiny Benson, Minn.

The six-column distillation process includes two final stages of extractive distillation, which uses water to carry away impurities and improve taste, according to company officials.

Clarke says other distillers with a similar vision are popping up elsewhere around the country, including Austin, Texas; Idaho, Vermont and Nantucket, Mass. "Others are seeing the niche, but we've got a bit of a head start," he said.

Infinite Spirits released a Shakers Winter seasonal vodka early this month in selected stores and markets, a "berry inspired" vodka that will be available in limited release through the holiday season, similar to winter or summer versions of Pete's Wicked Ale and other high-end beers that show up in seasonal formulas.

Other new varieties introduced earlier this year: A rye vodka and a rose-flavor vodka.

The company's founders include Clarke; Mark Bozzini, co-founder and former CEO of Pete's Brewing Co. and LinkExchange, an Internet advertising network that was sold to Microsoft in 1998 for $265 million; and Pat Couteaux, its third co-founder and master distiller, formerly a master brewer for Miller and head brewer for Pete's Brewing and Henry Weinhards, who operates an R&D lab in the basement of his house in Minnesota. "We look at the high-end vodka market now (with dominance by imports), and the beer market looked much the same in the late 1980s and early '90s," Couteaux said. "We (in the United States) grow the best grains in the world. We can do better."

So far, Infinite Spirits has garnered approximately $10 million in start-up capital, all from the founders and "friends and family," according to Clarke. It was founded in January 2002 in Napa to "fly under the radar ... (but) now we're trying to become a bigger player, and San Francisco makes a lot more sense," he said, both for its "cocktail culture" and for logistical reasons such as proximity to major airports, ad agencies and distributors.

So far, Shakers is available in Albertson's, Beverages & More, Safeway Stores, K&L Wine Merchants, Ralph's, Raley's, Sav-Mart, Minnesota's MGM Liquors and Sam's Wine & Spirits in Chicago, among others, although its backers hope it gains greater name recognition in high-profile bars and restaurants.

"That's the key," Clarke said, because it's important to get the brand in front of the premium drinkers who are most likely to try new high-end products. "That's why we're here in San Francisco."

**9. Press Release: Rival TV Stations Join Forces to Fight Drunk Driving**

*PRNewswire*

October 30, 2004

**Cable Attracts Liquor Marketers**

NEW YORK, OCT. 30 /PRNEWSWIRE/ -- The Television Advertising Bureau and the Ad Council have convinced rival station groups across the country to come together in a first ever campaign to curb drunk driving during the upcoming holiday season, Broadcasting & Cable magazine reports exclusively this week.

Stations throughout the U.S. will put competition aside to participate in what TVB and the Ad Council call “Project Roadblock” – an intense public serve ad campaign that will build to a crescendo during the week between Christmas and New Year’s.

“So far, Clear Channel Communications’ 36 stations and Nexstar Broadcasting Group’s 46 stations have enlisted. Individual stations from Belo Corp., Cox Broadcasting, Hearst-Argyle, Hubbard Broadcasting, Liberty, Tribune Broadcasting and Viacom also are participating. TVB President Chris Rohrs hopes to have several hundred stations by the time the campaign is launched,” B&C reports.

PSAs air free of charge, according to the industry weekly, which notes that the value of the air time participating TV stations will give up could exceed $100 million.

In the same issue, Broadcasting & Cable reports on ad spending trends of the hard liquor industry.

“Broadcasters make it difficult to buy time for hard liquor; cable networks make it easy,” so it’s no wonder that distillers are flocking to cable networks with lots more ad dollars, B&C says.

The magazine reports that: “The amount of broadcast ad dollars devoted to spirits is dwindling, but the amount spent on cable is rising.”

What’s interesting, according to the television industry weekly, is that liquor industry ad budgets are flat. “To evade the wrath of advocacy groups and government regulators who worry about reaching underage consumers, sellers have reined in their broadcast purchases – on both TV and radio. But since TV remains the dominant media strategy for distilled brands, major media buyers prefer to buy drinks for cable viewers – and a handful of cable networks in particular. Financial considerations are one reason; reaching a targeted adult audience is another.”

The reason: booze sells better on TV than via print and other advertising media because the commercials reach the right audiences at the right time. And the proof, says B&C, is that the major brands are boosting their cable spending by tens of millions of dollars this year compared to last year.



**10. CSU Police: Drinking at Games Worse Since Ban**

*The Associated Press*
October 30, 2004

Fort Collins, CO - - Law enforcement problems at football games have intensified since Colorado State University banned beer sales at its stadium in the wake of a binge-drinking death.

"The drinking has increased," campus Police Chief Dexter Yarborough said Thursday at a meeting of CSU's alcohol task force.

"People are coming to the stadium more intoxicated than they were before."

Yarborough told the panel, formed after the death of 19-year-old sophomore Samantha Spady, that his officers have been spit upon and hit with objects thrown by unruly fans who sneak liquor into the stadium or get drunk before arriving.

The task force, which met for the second time Thursday, is studying alcohol education and practices at other schools and ways to curb college drinking. The beer ban at the stadium has gotten the most reaction from the community, as most of the panel's 200 e-mails concern the topic.

"I think we've reached the point where enforcement of existing policies have reached their limit," said Anne Hudgens, who oversees the school's judicial affairs office and is a member of the panel. "You reach the saturation point with students and then you cross into an adversarial position."

Campus police patrolling tailgate parties outside Hughes Stadium report behavior from students that crosses into what Yarborough called "atrocious."

"Police officers really don't care a whole lot about your cultural norming when people are spitting at them and calling them names that you wouldn't call anybody," he said.

University president Larry Penley formed the task force after the death of Spady last month.

The former homecoming queen from Beatrice, Neb., died in a fraternity after drinking at least 30 drinks in 11 hours.

