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|  | e - NEWS |
| *August 12, 2005* | |

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**1. Unattractive Men Sought for Liquor Ads**

By Emma Hall – *AdAge.com*

August 08, 2005

**British Spirits Company Strikes Back Against U.K. Ad Regulators**

LONDON (AdAge.com) -- In a clever public relations coup, the president of Halewood International distilleries has deftly turned a rebuke by U.K. advertising regulators into a hilarious stunt that has focused more attention than ever on his products.

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| Halewood International has turned a clash with British advertising regulators into a PR stunt that has drawn world attention. The top image above is the offending ad; the lower image is the company's response seeking unattractive males for its next ad campaign. |

In June, the Liverpool-based spirits company's new ad for its carbonated, peach-flavored Lambrini drink ran afoul of the British Code of Advertising Practices' recently tightened prohibition against ads that suggest alcoholic drinks may contribute to sexual-social success. That new restriction, which may sound silly to a U.S. audience, was actually motivated by a countrywide concern over the growing problem of binge drinking among British youth.

**Sexually edgy ads**

Halewood International, which has a controversial history of running sexually edgy ads, is now required to submit its work to the U.K. Advertising Standards Authority (ASA) before publishing it. When it submitted its latest ad for the Lambrini brand, ASA rejected it.

That ad shows three attractive young women “winning” a hunky young man in a parody of a traditional British fairground game where rubber ducks are "fished" out of a pond with a hooked pole. The ad was created by the Manchester-based CheethamBell JWT agency.

The ASA informed Halewood that it considers "advert is in danger of implying that the drink may bring sexual/social success, because the man in question looks quite attractive and desirable. If the man was clearly unattractive, we think that this implication would be removed. This does not mean that we are banning attractive people from alcohol advertising.”

**'Fat, middle-aged golfers'**

Seizing on the wording about "unattractive men" Halewood's chairman-CEO, John Halewood, responded by creating and publicizing a new advertisement for Lambrini that sought to recruit "fat, middle-aged golfers" to star in a new Lambrini ad that would be more in keeping with the ASA's sensibilities.

Apparently in order to avoid having to submit the work for ASA approval as a public advertisement, Mr. Halewood erected the new ad as a large poster in his own backyard, which overlooks the Royal Birkdale golf course -- where the British Women’s Open Championship was being played.

Mr. Halewood said, “We’re not sure the ASA is qualified to decide for the nation who’s sexy and who’s not. Beauty is after all in the eye of the beholder –- perhaps the ASA should take a look in the mirror before they decide they’ve got the rulebook on sexual prowess.”

**World notoriety**

The poster and its product rocketed to fame around the world as newspaper and wire service editors leaped on the story about Halewood International's search for unattractive men for its next ad campaign.

Halewood International is a privately run company started by Mr. Halewood in 1979 when he began producing alcoholic beverage products in his home. Since then, it has expanded into a major producer, exporter and distributor of wines, specialty liquors and carbonated, bubbly, soda-like alcoholic drinks like the Lambrini brand. The private company's revenues are not disclosed but it reported selling 40 million bottles of Lambrini annually and its product lines are now shipped to 30 countries.



**2. Underage Girls Get More Alcohol Than Boys Do, AMA Survey Finds**

*Bloomberg*

August 8, 2005

Half of U.S. teenage girls have obtained alcoholic drinks ``one way or another,'' compared with 45 percent of their boy counterparts, according to an online survey released today by the American Medical Association.

Teenage Research Unlimited, based in Northbrook, Illinois, conducted the poll of 701 boys and girls, aged 13 to 18, whom it called representative of the U.S. teen population, for the AMA in April.

``I don't think the average parent thinks this is a girl issue,'' said J. Edward Hill, president of the Chicago-based AMA, the nation's largest physicians' group, in a telephone interview.

Hill, whose organization aims to combat teenage drinking by raising awareness of its ramifications, said drinking leads to teen deaths, crimes, injuries and sexual assaults and misbehavior, while also hurting the brain development of many boys and girls.

Girls' socializing with older boyfriends might account for the finding, said Hill, 67, a family physician from Tupelo, Mississippi, who assumed the AMA post in June.

The results are accurate within four percentage points, Teenage Research said -- meaning boys might get booze more than girls, after all, if the finding for each sex was skewed. Company spokesman Michael Wood couldn't be reached for comment.

A second new online poll for the AMA showed that while 72 percent of U.S. adults agree ``strongly or somewhat'' that supplying alcohol to minors is illegal and that laws against underage drinking should be enforced, 31 percent say teens should be allowed to drink with their parents at home. The minority favoring drinking at home includes 26 percent of parents with teens, according to the survey.

**Margin of Error**

Rochester, New York-based Harris Interactive Inc. carried out the second study. It involved 2,283 adults, including 394 who were parents or guardians of children aged 12 to 20. Harris made no direct claim about accuracy.

A so-called probability sample -- that is, a fully representative survey -- would be accurate within three percentage points for answers involving the 2,283 adults, and within seven points for the group of 394, Harris said.

``This online sample was not a probability sample,'' the company said, in what spokesman Nancy Wong said was a routine disclaimer.

Hill said he was confident that the two polls were sound. In any case, the AMA gained new ammunition in its campaign against teen drinking.

``Giving alcohol to kids sends the wrong message and is not safe,'' Hill said. ``No parent can guarantee the behavior of a drunken teen.''



**3. Crabby Jacks Pays Out $6.1M in Drunk-driving Case**

Source: *Verdict search*

August 8, 2005

The family of a man killed in a drunk-driving accident as well as two other passengers who were injured, recovered a total of $6.1 million from a bar that served the man who caused the wreck. Derek Winters, Jason Gonzales and decedent Roy Lynn Williams were passengers in a car driving northbound on the access road of Highway 281 in San Antonio around 2 a.m., when they were hit by Ernesto Gonzalez Jr., who was traveling the wrong direction. The plaintiffs claimed that Crabby Jacks Restaurant and Bar served Gonzalez while he was visibly intoxicated and that the establishment discouraged employees from tracking the number of drinks each patron consumed. Crabby Jacks argued that Gonzalez was not noticeably drunk when served and was kicked out eventually. A Bexar County jury rendered the verdict on July 19.



**4. Liquor Ads Generate Complaints**

By Wendy Melillo - *AdWeek*  
August 04, 2005

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WASHINGTON -- Using sex to sell liquor—and incorporating images where liquor is being used excessively or in an irresponsible manner—are among the chief complaints in the latest advertising code report issued today by the Distilled Spirits Council of the U.S., the industry's trade group.

The semi-annual report, which covers January through June 2005, is part of the industry's voluntary efforts to regulate itself. One SKYY Vodka print ad, for example, featured a female model wearing see-through clothing. The advertiser, SKYY Spirits, agreed to revise the ad after receiving a complaint.



**5. The Most Fattening Cocktails**

By: Susan Yara - *Forbes Magazine*

August 12, 2005

After a night of drinking cocktails, most people will not only wake up the next morning with a screaming hangover, they'll wake up fatter too.

That's because the average serving of one ounce of 80-proof alcohol contains about 90 calories. And that's before mixers are added. While many people who spend hours on treadmills or yoga mats may smugly eschew dessert or ban butter from their diets, often they will happily consume a cocktail--or three--without giving it a second thought. But they do so at considerable peril to their waistlines. A Pina Colada, for example, has more calories than a Big Mac.

That could spoil Happy Hour on your next trip to Mexico.

Of all the evils of alcohol, weight gain is probably the least discussed. To be sure, there are many far worse results of alcohol abuse, but many people are still ignorant of the danger booze poses to their pant size.

We don't mean that the occasional cocktail will instantly result in a Brobdingnagian beer belly, but you shouldn't be fooled just because these drinks taste light and fruity. Not only do spirits, such as vodka, gin, rum and whiskey, contain a higher percentage of calories than beer and wine, but if you add fruit juice, syrups and sodas to the mix--for example, orange juice has 56 calories per serving and Coca-Cola has 105 calories per eight fluid ounces--the calorie count keeps growing. And don't think that drinking fewer cocktails with a bigger kick will solve that problem: The higher the proof, the greater the calories.

While most alcohol doesn't contain actual fat, its calories tend to be stored in the abdomen. "It's hard for the body to process and eliminate many alcohols at one time, and sugar makes us fat," says Michael George, a fitness expert and author of Body Express Makeover (and a nutritionist from ABC's reality series Extreme Body Makeover).

For people who exercise regularly and are in reasonably good physical shape, drinking a few Screwdrivers on Saturday night won't be a big deal. But for anyone trying to shed a few pounds, any decent nutritionist would argue that alcohol and weight loss mix like whiskey and grapefruit juice.

Nevertheless, many people see cocktails as a glamorous and tasty alternative to beer and the typically mediocre wine sold in most bars. Over the past decade, consumption of spirits--particularly premium spirits--has been on the rise. In the U.S. alone, vodka is the best-selling spirit, with sales rising 12.6% to $3.3 billion in 2004, according to the Distilled Spirits Council of the United States. A distant second is rum, which is up 8% to $1.6 billion.

But don't feel you have to be condemned to a life of white wine spritzers (a five ounce glass contains 100 calories). Roughly knowing how many calories are in what you're drinking will make you not only a smarter drinker, but a healthier and thinner one, too. Depending on the ingredients, that cocktail shouldn't necessarily give your personal trainer the vapors.

For example, in New York City night clubs such as Lotus and Level V, one of the most popular cocktails is the watermelon martini--a fruity, pink mixture of vodka, simple syrup and pureed watermelon--that has only 125 calories. That's not too bad for the calorie conscious--except for the sugar content. The real issues come with cocktails and drinks, like Long Island Ice Tea, that contain several types of liquors and additives.

"I usually recommend vodka with a splash of juice to my clients. What's even better is vodka on the rocks or with soda water," says Ashley Borden, a celebrity fitness and lifestyle consultant in Los Angeles, "I also tell them to have a glass of water to sip, too."

Eugene Remm, director of promotions for Be Our Guest Restaurants and James Hotels, says any type of liquor on the rocks is a great alternative to the cocktail, and he's recently noticed more people drinking this way. "Those who were once margarita drinkers...are drinking Corazon Blanco, and instead of adding the sweet and fattening syrups, they're just putting it on the rocks."

It may be hard to remember this information as you become increasingly squiffy. If all else fails, you could always ask the bartender or waitress to help you make a selection. Another resolution would be to indulge in cocktails made from fresh-squeezed juices, like those served at New York City's Double Seven lounge. Most cocktails contain refined sugar, but drinks like the Gold Rush are bourbon, honey and a splash of lemon juice. The drinks taste stronger without so many additives, but tickle your taste buds just the same. It's part of a drink list created by Sasha Petraske, owner of the fashionable cocktail-lounge Milk and Honey in Manhattan's Chinatown, and with each sip you'll find yourself forgetting about things like calories, which, after all, is the point of a cocktail in the first place.



**6. Exposing the Children**

By Buddy T. – *About.com*

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|  | August 9, 2005 |

**One-Fourth Exposed to Alcohol Abuse in U.S.**

More than one-fourth of all children in the United States are exposed to alcohol abuse or dependence in their families before they are 18 years of age.

The following is a news release from the National Institute on Alcohol Abuse and Alcoholism announcing the new statistics.

A study in the January 2000 issue of the *American Journal of Public Health* (Volume 90, Number 1) reports that approximately one in four U.S. children (19 million children or 28.6 percent of children 0-17 years) is exposed at some time before age 18 to familial alcohol dependence (alcoholism), alcohol abuse, or both.

"The design and methods of today’s report provide the most precise estimate to date of children affected by family alcohol problems," said Enoch Gordis, M.D., Director, National Institute on Alcohol Abuse and Alcoholism.

"Given the prevalence of alcohol abuse and alcoholism in the U.S. adult population, however, the number of exposed children shocks but regrettably does not surprise."

### 14 Million Alcoholics

Estimated past-year and lifetime prevalence of adult alcohol use disorders (alcohol abuse and alcoholism) and children exposed to those disorders were based on the *1992 National Longitudinal Alcohol Epidemiologic Survey* (NLAES), a survey of 42,862 respondents conducted in conjunction with the 1992 census.

Researchers used the Alcohol Use Disorders and Associated Disabilities Interview Schedule (AUDADIS) to assess the presence of alcohol dependence (characterized by impaired control over drinking, tolerance, withdrawal syndrome when alcohol is removed, neglect of normal activities for drinking, and continued drinking despite recurrent related physical or psychological problems) and alcohol abuse (characterized by clinically significant impairment or distress that does not entail physical dependence) according to standard diagnostic criteria.

NIAAA earlier reported (see "NIAAA Releases New Estimates of Alcohol Abuse and Dependence," February 1995) that 7.1 percent of American adults (14 million persons aged 18 and older) met standard diagnostic criteria for alcohol dependence or alcohol abuse during 1992. Approximately 18.2 percent of adults were estimated to experience an episode of alcohol abuse or dependence at some time during their lives.

### One in Four Exposed

For this report, Bridget F. Grant, Ph.D., Ph.D., Division of Biometry and Epidemiology, NIAAA, determined from the 1992 NLAES data that approximately 15 percent of children under age 18 (about 10 million children) were exposed to familial alcohol abuse or dependence during 1992.

Dr. Grant also determined that 43 percent of children under age 18 (more than 28 million children) lived in households with one or more adults who at some time during their lives had experienced alcohol abuse or alcohol dependence.

Assuming that the best estimate lies between these two extremes, Dr. Grant determined that approximately one in four children is exposed to alcohol abuse and/or dependence in the family at some time prior to age 18.

### Increased Risks

Research has shown that families with an alcoholic member live in environments that are disorganized and unstable, said Dr. Grant. "Children of alcoholics may be neglected or abused and frequently face economic hardship and social isolation.

They also are vulnerable to psychopathology and medical problems, including an increased risk for themselves developing alcohol abuse or alcohol alcoholism."

According to Dr. Gordis, "These findings once again call attention to the enormous impact of alcohol in our country and the need to confront its social, health, and economic consequences head on."



**7. Adults Most Common Source of Alcohol for Teens, According to Poll of Teens 13-18; Polls Show Teenagers, Especially Girls, Obtain Alcohol Easily From Friends and Family**

*U.S. Newswire*

August 8, 2005

CHICAGO -- The American Medical Association (AMA) released the results of two nationwide polls today that reveal how underage youth obtain alcohol, as well as how easily and often. The polls also show parental opinions and behaviors about providing alcohol to teenagers and perceptions on how youth acquire alcohol. The polls were funded as part of the AMA's partnership with The Robert Wood Johnson Foundation.

"From a public health standpoint, these findings are frankly disturbing," said J. Edward Hill, M.D., president of the AMA. "While it is of great concern to see how easily teens, especially young girls, get alcohol, it is alarming to know that legal-age adults, even parents, are supplying the alcohol."

The poll of teens, aged 13 - 18, found that nearly half reported having obtained alcohol at some point. In all age groups, girls nearly always ranked higher than boys in obtaining alcohol. In the adult poll, about one out of four U.S. parents with children, aged 12 - 20 (26 percent), agree that teens should be able to drink at home with their parents present.

"Policies and law enforcement efforts to stop minors from obtaining alcohol are important, but this data reveals how easily avoided those policies and laws can be when legal-aged buyers are the leading source of alcohol for children," said Hill. "And even parents who do not buy for their children could be unwitting sources if their alcohol at home is left unsecured."

Two out of three teens, aged 13 - 18, said it is easy to get alcohol from their homes without parents knowing about it. One third responded that it is easy to obtain alcohol from their own parents knowingly, which increases to 40 percent when it is from a friend's parent. And one in four teens have attended a party where minors were drinking in front of parents.

"Parents allowing underage children to drink under their supervision are under a dangerous misperception," said Hill. "Injuries and car accidents after such parent-hosted parties remind us that no parent can completely control the actions of intoxicated youth, during or after a party. And the main message children hear is that drinking illegally is okay."

Other key findings of the two polls include:

-- Nearly one in four teens, aged 13 - 18, and one in three girls, aged 16 - 18, say their own parents have supplied them with alcohol, and teens who have obtained alcohol reported that, in the past six months, parents were the suppliers three times on average.

-- While 71 percent of parents with children, aged 12 - 20, disagreed with the statement that teen drinking was okay if a parent were present, 76 percent think it is likely that teenagers get alcohol from someone's parent -- and they knew about it.

-- One out of four parents of children, aged 12 - 20 (25 percent), say they have allowed their teens to drink with their supervision in the past six months. Approximately one in 12 (8 percent) indicated they have allowed their teen's friends to also drink under their supervision in the past six months.

-- While only eight percent of parents of children aged 12 - 20 indicated that they allowed their teen and his/her friends to drink with supervision in the past six months, 21 percent of teens attended a party where the alcohol was provided by someone else's parents. And 27 percent of teens attended a party where youth were drinking with parents present. This discrepancy suggests parents are unaware that other parents are allowing their own children to drink.

"The AMA applauds parents who discourage and disallow underage drinking," said Hill. "We hope that such parents willing to stand up for their children's health will be more vocal in their communities, letting children and other parents know that no adult should substitute their judgment for a teen's own parents. Drinking is not a rite of passage. Fatal car accidents, injuries and assaults, and irreversible damage to the brain are not rites of passage for any child."

According to the National Institute on Alcohol Abuse and Alcoholism, underage drinking is a leading cause of death among youth, including car accidents and fatal injuries. The U.S. Department of Health and Human Services also found that alcohol is linked to two-thirds of all sexual assaults and date rapes of teens and increases the likelihood of contracting HIV or sexually transmitted diseases. An AMA report reveals the long-term damage that drinking does to teen brains, which continue developing until age 20.

The AMA said the poll results underscore the need for physicians to counsel parents on the health risks of alcohol use, as well as to advocate for policies to restrict access to minors. To assist physicians in their efforts, the AMA unveiled an informational poster for use in physician offices. The poster is the second in a series of educational materials that will help start a dialogue on this important health issue. The poster is available online at http://www.alcoholpolicymd.com.

"Parents and physicians do not bare the burden alone for reducing high-risk drinking," said Hill. "A teen's desire to drink is also important to address, and the alcohol industry should be ashamed of itself for its extensive and aggressive promotion of products to those too young to buy them. The alcohol industry makes a parent's job much harder when it flaunts products at sporting events, festivals and concerts with little regard for the social and health consequences."

A study released in 2004 by the Center on Alcohol Marketing and Youth revealed that the number of alcohol commercials seen by young people, aged 12 - 20, continues to grow. And underage youth saw 48 percent more magazine advertising for beer and ale, than legal-aged adults in 2003.

"Alcohol is everywhere," said Steven Harris, a 14-year-old from San Bruno, Calif. "Young people see ads everywhere. We see drinking on TV and in the movies, and we see it at parties and at home. And it is probably harder for teens to get into an R-rated movie than to get alcohol. It's a joke."



**8. Spirits Imbibe a Bigger Share of Market**

**By Theresa Howard, *USA TODAY***

**August 10, 2005**

NEW YORK -- Spirits marketers are spending more and doing more to give brewers a big headache. A wider choice of spirits and wines prompted beer giant Anheuser-Busch to introduce non-beer product Tilt on Monday. Consumers are "thirsting for variety. They want more choices," says Pat McGauley, A-B's vice president of new products. Increasingly, those choices are liquor brands.

After a decade of solid growth, beer market share has begun to decline, even though 2004 beer sales of $25.6 billion were nearly double the size of the $13.1 billion spirits market. Since 1999, beer sales as part of the alcohol beverage market fell to 52.9% from 56%. During the same time, spirits' share jumped to 31.2% from 28.2%, according to figures from the Distilled Spirits Council.

"Wine and spirits are outperforming beer," says Benj Steinman, editor of Beer Marketer's Insights, which monitors beer sales and trends. "It's been a reversal of a decade-long trend."

How they're doing it:

•Advertising. TV beer ad spending was $785 million in 2004 and still outweighs liquor spending. But booze marketers increased TV ad spending 3,000% to $64.8 million from 2000 to 2004, according to ad tracker TNS-Media Intelligence. And humor is part of the ad message. Bacardi's ongoing Bacardi Guy and Cola ad campaign features two happening dudes who help solve partygoer problems.

•Promotions. Liquor companies have raised their presence in bars and restaurants, the point of purchase for many alcoholic beverages. HBO, for instance, recently featured Absolut, Jack Daniel's and Corazon in a promotion pegged to its Hollywood hit Entourage. HBO provided sleek black VIP cards to 60,000 clubgoers for access to hot spots and drink deals.

•Sponsorships. For the 2005 season, NASCAR lifted its ban on sponsorship by spirits brands. As they race to the "Chase for the NASCAR Nextel Cup," Diageo's Crown Royal and Brown-Forman's Jack Daniel's can be seen on the track alongside Budweiser, Miller and Coors.

Diageo is also pushing Washington regulators to allow it to include serving size and calorie information on bottles of booze to help get on par with beermakers. Many brewers already include calories, carbs and fat content on labels.

The Alcohol and Tobacco Tax and Trade Bureau, the regulatory arm for liquor packaging, will make a decision after it reviews comments through Sept. 26.

"This is something we knew was important to consumers," says Guy Smith, executive vice president at Diageo. "As we looked at it, we saw that this is the only consumable product in the U.S. that doesn't tell you basic information, like alcohol per serving and calorie content."



**9. Survey: Tobacco Sales to Minors Plummet**

*Pacific Business News*

August 8, 2005

The Hawaii Department of Health says that tobacco sales by local retail outlets to minors has plunged in the past 10 years.

The assertion is based on the Hawaii Tobacco Sting Operation, in which volunteers, who are actual teenagers, try to buy tobacco.

The department's Alcohol and Drug Abuse Division says 1,325 retail outlets were inspected in the year ending March 31, 2005, and 11.5 percent, or 152 stores, did sell tobacco to minors.

In 1996 the annual inspection noncompliance rate was 51 percent on Oahu, 37 percent in Maui County, 28.9 percent on the Big Island and 5 percent on Kauai.

In 2005 the rate was 6.9 percent on the Big Island, 6.3 percent on Oahu, 3.1 percent in Maui County and zero on Kauai.

A federal mandate requires each state to document a rate of tobacco sales to minors of not more than 20 percent or risk losing millions in federal dollars for alcohol and other drug abuse prevention and treatment programs.

**In the newest survey, only three states, Delaware, Mississippi and Iowa, had lower rates than Hawaii did.**



**10. Bill Would Give Underage Soldiers a Break: Lawmaker Wants Fines for Drinking Reduced to $5**

Patrick Marley - *Journal Sentinel*

August 10, 2005

MADISON, WI - Wisconsin soldiers who are 19 and 20 would be fined no more than $5 for underage drinking, under a bill lawmakers will likely consider this fall.

I think it’s unconscionable we can expect our 19- to 20-year-olds to fight for our freedoms and upon their return they have none when it comes to drinking.

The effort by Rep. Mark Pettis (R-Hertel) to loosen underage drinking penalties for soldiers comes just six months after he wrote a bill that would allow 19- and 20-year-olds in the military to drink legally.

That bill - which Pettis is still pushing - would become law in Wisconsin only if federal authorities pledged not to withhold federal transportation funds. He drafted the new bill because of opponents' continued focus on the potential loss of tens of millions of federal dollars, he said.

"It should take their arguments away," he said of the new effort.

Pettis said he is committed to legalizing, or at least decriminalizing, underage drinking for 19- and 20-year-old soldiers. Anyone who can be sent to war should be able to enjoy a beer or shot of liquor, he said.

"I think it's unconscionable we can expect our 19- to 20-year-olds to fight for our freedoms and upon their return they have none when it comes to drinking," he said.

Pettis is collecting the names of co-sponsors for his bill now and expects to formally introduce it later this month.

Under the proposal, a 19- or 20-year-old member of the military from Wisconsin could be fined no more than $5 for underage drinking. The person would also be billed a $5 surcharge that would go to the state's trust fund for veterans.

First-offense underage drinking now can bring a fine of as much as $500 and can lead to a suspended driver's license for up to 90 days. License suspensions and other penalties would no longer be allowed for 19- and 20-year-old soldiers under Pettis' bill.

The bill would also limit the maximum penalty for serving alcohol to those military members to $5, plus the $5 surcharge. Tavern owners and others who provided alcohol to 19- and 20-year-olds from Wisconsin in the military would also be immune from civil liability under the bill.

The fines would stay at $5 per violation no matter how many times purchasers and sellers were cited.

Army Reserves Pfc. Jake Covill, 20, of Chippewa Falls said that he believes members of the military should be able to drink before they turn 21 because "we're pulling more responsibility than your average civilian."

But he said he was ambivalent about Pettis' latest proposal because it does not grant those soldiers new legal rights. He worried that the infractions would stay on a permanent record, and said the soldiers could set themselves up for other fines, such as those that could be levied for possessing a fake ID.

Democratic Gov. Jim Doyle, speaking after a Waukesha event, withheld judgment on Pettis' new bill, saying he wanted to make sure it didn't endanger federal funds. Doyle said he supports a uniform 19-year-old drinking age for all states.

Rep. Chuck Benedict (D-Beloit), a retired neurologist, said he opposed both of Pettis' bills because young people's brains are not fully developed until they are 21 or older. People younger than that, even those with military discipline, would exercise poor judgment if allowed to drink, he said.

"In real life, these kids are going to be out on the road (after drinking), and that, I think, is not good," he said.

Pettis noted the underage drinkers would still be subject to drunken-driving laws and the state's absolute sobriety law, which says drivers under 21 can have no trace of alcohol in their system when behind the wheel.

The Assembly's State Affairs Committee in June approved AB 141, the Pettis bill that would legalize underage drinking for 19- and 20-year-olds in the service.

Pettis - who landed interviews with Fox News, CNN, MSNBC and a host of radio programs for his earlier bill - said Tuesday he would like to extend the drinking age to 18-year-olds in the military, but that doing so would be difficult because people that young are still in high school.

