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| *November 4, 2005* | |

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**1. Drinking Brings Couples Together – Literally**

*USA Today, 9D*

October 31, 2005

Do college kids really need another excuse to drink? Apparently so, judging from the popularity of interactive drinking devices such as Suck & Blow.

In bars and at beach parties, guys and gals are hooking up via Suck & Blow, 6-inch plastic tubs filled with wine-fueled gelatin shots containing about 13% alcohol. One participant blows the gelatin from one end of the safety-sealed tube, the other sucks it up – thus establishing a “relationship” that otherwise would not have developed by the old-fashioned method of drinking from a glass.

“It actually brings two people toether,” says Doug Hamer, 36, who with business partner Brian Higgins, 35, invented Suck & Blow at a water festival in 2001.

The two got the idea after watching guys funneling beer and girls consuming jell-O shots. “We thought, “Wouldn’t it be cool to bring those together?”

The devices retail for about $2 at liquor stores or $3 - $6 in bars. The inventors have made more than 1 million of them so far, and they’re aiming to produce 20 million a year. “We’ve been surprised at the great reception they’re getting for 40th birthday parties, baby showers, even wedding receptions,” Hamer says.

Also new in the interactive drinking department: the shot-glass checkerboard set, such as the one by Arc International. Every time a “checker” is jumped, the player has to drink the contents.



**2. Study: Sight of Alcohol Fuels Aggression**

By James B. Arndorfer

QwikFIND ID:AAR10E

November 3, 2005

**Research Part of Larger Debate on Effects of Drinking**

CHICAGO (AdAge.com) -- A study slated to appear in the January issue of *Psychological Science* suggests the mere presence of alcohol-related images -- including those in advertising -- encourages aggression even if people aren’t drinking.

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| http://adage.com/images/random/martini030805.jpg |
| A new study suggests the very sight of alcohol-related images can make some people aggressive.  **Related Story:** [CONSUMER GROUP CALLS FOR TIGHTER ALCOHOL AD STANDARDS](http://www.adage.com/news.cms?newsId=45473) Wants Industry Cap of 70% Adult Makeup in Media Raised to 85% |

The study, based on the results of experiments involving 246 college students, indicates the mere sight of alcohol brings aggressive thoughts to mind. The study was conducted by Bruce Bartholow, assistant professor of psychology at the University of Missouri-Columbia.

Of course, the fear for beer and liquor advertisers is that research of this type could be turned against them.

**Consumption-free aggression**

“The link that we often study in the laboratory between alcohol consumption and aggressive behavior ... isn’t necessarily dependent upon consumption,” Mr. Bartholow said in an interview. “We didn’t have to give people alcohol.”

In one experiment, 121 people were briefly shown alcohol-related images, such as a beer bottle, as well as images of weapons and “neutral” images such as a plant. They were then shown words that were either aggression related or neutral or a meaningless string of letters. People were quicker to identify the aggression-related words after being shown alcohol or images of weapon than after neutral images.

In another experiment, 125 people filled out a survey to gauge their drinking behavior and beliefs about the effects of alcohol. They then were split into groups, one of which looked at six alcohol-related magazine ads -- including ads for Budweiser and Grey Goose -- and another that looked at “neutral” ads (cheese, for example). Both groups then read a short paragraph about a person engaged in arguably hostile behavior, such as refusing to pay rent until his apartment was painted.

The study found people who had looked at the alcohol ads rated the character as more aggressive than people who had seen neutral ads. And the connection was largest among participants who believed alcohol consumption led to aggressive behavior.

**Being aware of links**

Mr. Bartholow said he wasn’t calling for the abolition of alcohol beverage advertising, but said marketers should be “aware that there are links people have between alcohol” and aggressive behavior.

Mr. Bartholow’s research takes place within a broader debate about why alcohol consumption appears to encourage aggressive behavior in some people.

Some argue that alcohol increases aggressive behavior by weakening cognitive processes. Another perspective, explored in Mr. Bartholow’s work, contends alcohol increases aggression, at least partly, because people presume it has certain effects. This notion is based on the “semantic network model of memory,” which argues that concepts sharing a similar meaning -- “kill” and “death” -- are stored close together in memory. When one concept is activated, others become more accessible and are more likely to affect behavior.

For example, nearly 40 years ago, researchers found the mere presence of a weapon increases aggressive responding.

Representatives of beer and spirits trade associations and a number of marketers didn’t immediately return calls for comment.



**3. 21-Only Bubbles Back**

By Katherine Bisanz *- The Daily Iowan*

November 2, 2005

Fierce debate on a proposal to ban everyone younger than 21 from Iowa City bars after 10 p.m. has again emerged as a hot topic as the Nov. 8 City Council elections loom.  
  
The issue has divided Iowa City residents for over five years, and much like its constituents, the current City Council is split over the issue - two in favor of enacting a 21-ordinance in all Iowa City bars and five against.

Connie Champion and Mike O'Donnell, who are both up for re-election, oppose the ordinance. Mayor Ernie Lehman, whose seat is open for the Nov. 8 races, has voted in the past to go 21.

Leah Cohen, a co-chairwoman of Iowa City Alcohol Advisory Board, emphasized that the city's alcohol problem is excessive consumption along all ages - which is not limited to underage imbibers.

"We have not by any means come to the conclusion that 21 is the answer," said Cohen, who owns Bo-James, 118 E. Washington St.

College communities that have passed a 21-ordinance have had their downtown areas trashed, while apartments within a six- to eight-block radius of downtown become "partyville."

But supporters of higher bar age limits argue that access to alcohol must be restricted in order to curb dangerous drinking behavior and that a 21-ordinance is the tool to cut off the availability.

Were a 21-ordinance enacted, overall alcohol consumption by underage students at the UI would drop by 25 to 30 percent, which will then decrease alcohol-related consequences, said UI psychology Professor Peter Nathan.

Though Nathan admitted an increase in house parties is inevitable if a 21-ordinance were enacted, he does not believe what goes on at house parties can compare with activities in bars.

"No data suggest that house parties amount to more consumption than at bars," he said.

Iowa City police issued 1,337 underage drinking tickets while arresting 1,078 people for public intoxication in 2004, said police Sgt. Doug Hart.

"The majority of people arrested for public intoxication in Iowa City are over the age of 21," he said. "Most public intoxes are complaint-oriented, and most of them are in the downtown area."

Since the 19-ordinance was enacted in August 2003, police have seen only a slight decrease in the number of PAULA tickets issued, he added.

Meanwhile, 14 establishments have been cited for selling alcohol to minors since April 2004, according to the Iowa Alcoholic Beverages Division. Liquor licenses can be revoked with repeated violations of selling to minors.

The UI has one of the highest binge-drinking rates in the Big Ten, said Angela Reams, the coordinator of the Stepping Up Project. The disproportionate drinking frequency is because Iowa City is rare in that people younger than 21 are allowed into bars, officials say.

But the issue, mired in complexity, is not solely focused on alcohol. Both sides of the debate have clashed over the economic effects of shutting out under-21 patrons from liquor establishments.

Enacting a 21-ordinance in Iowa City would cultivate too much competition among bars to attract the smaller slice of legal bargoers, Cohen said.

For instance, when Ames passed a 21-ordinance, the intensity of binge drinking at bars worsened because bars were forced to compete with each other, reducing prices per drink to as little as 1 penny.

"If we went 21, all bets would be off," Cohen said.

Though she said it was difficult to forecast the economic effect of the 21-ordinance, she said, it was possible eight to 10 downtown bars could close because they depend on minors.

Because of the size of the bars, finding replacement retailers for establishments that may shut down would be difficult to find, she added.

"What do you do with those huge spaces?" she said. "It is very difficult to get a retailer to take that space, because downtown retail shops tend to do better with smaller retail locations."

**\* District B candidate Connie Champion: Opposes**

"I think that downtown is more than just abuse of alcohol, and students can benefit from the social scene. It's not the 20-year-old having a beer that concerns me; it's the 20 beers that concern me."

**\* At-large candidate Amy Correia: Opposes**

"I don't believe it will have the effect of limiting access to alcohol; I'm worried about increase in house parties and potential harm to people at house parties, such as sexual assault. Iowa City is a vibrant, energetic, and healthy community, for not only the students but for everyone, and I think that going 21 and over could be detrimental to that."

**\* At-large candidate Rick Dobyns: Supports**

"I believe that [with a 21-ordinance and other recommended interventions] the 20-year epidemic increase in liquor access in downtown Iowa City will finally come to an end. I believe that when presented with viable, entertaining nonalcoholic entertainment that underage drinkers will have more opportunities to learn healthy alternatives."

**\* At-large candidate Garry Klein: Supports only as a last resort measure**

"I don't see that the 21-ordinance is going to be supportive, by itself. We need to work together - important things are fire codes in bars and keg regulation in regards to house parties. We can't go for quick fixes and expect for problems to go away."

**\* At-large candidate Mike O'Donnell: Opposes**

"I'm not going to vilify young people just be cause they are under 21. There are a lot more important issues."



**4. Only 1 Hopeful Backs 21-Only**

By Susan Elgin *- The Daily Iowan*

November 3, 2005

The oft-discussed student issue of the campaign, the 21-ordinance, was debated in depth by prospective Iowa City city councilors at a UI Student Government-hosted forum Wednesday night.

The ordinance, which came up numerous times, was the major dividing issue among the candidates. Three of the four at-large candidates - incumbent Mike O'Donnell, Amy Correia, and Garry Klein - and District B candidate Connie Champion do not support the ordinance.

At-large candidate Rick Dobyns does.

"It is very important to have a wide range of activities for people of all ages," he said. "My daughter tells me we have to have things that aren't lame, but they don't have to be organized around alcohol."

The hopefuls opposing the 21-ordinance felt local businesses, such as establishments hosting live music, would suffer with the ordinance.

"It is important that we support students who are musicians and need to book shows that are under 21," said Correia, noting many students also go to bars for food, conversation, and dancing.

O'Donnell felt alternatives, such as a rock-climbing wall or pinball machines, would not deter underage students from drinking, and the issue is for students to take personal responsibility and accountability for their actions.

"This ordinance could shut down between six to 10 businesses," he said. "Many of these businesses are not breaking the law, and it is not against the law for a student under 21 to dance and have a hamburger."

All of the councilors opposing the ordinance felt it would only shift the problem into Iowa City's neighborhoods and increase the problem of house parties.

"I know there is a lot of off-campus drinking, and there would be a lot more with the ordinance," Champion said. "I personally would prefer my own children to be drinking downtown than at house parties with no one there watching them."

Champion, Correia, and Klein all said they would like to work with the community to find solutions other than enacting the 21-ordinance.

"We need a concerned effort by students, business owners, and community to work towards solutions that make sense," said Klein. "We don't want to enact any draconian ordinances. The City Council can only go so far, and it's up to what the community wishes to do."



**5. Panel Pinpoints Dangers of Underage Drinking**

By Jeff Raasch, Staff Writer – *The Tribune*

11/02/2005

AMES, IA -- On average, an Ames youth is 12 years old when he or she takes his or her first drink, according to a survey done in 2002.

National trends show that kids have turned to more potent drinks, are drinking more often and are starting at younger ages than ever before.

The Story County Prevention Policy Board on Tuesday presented this information to candidates for public office and urged them to promote sensible policies to curtail underage and binge drinking.

Ames Police Lt. Mike Brennan, who was one of the five panelists, said underage drinking remains a problem in Ames. So does the use of phony personal identification.

"Fake IDs are very prevalent and very easy to get a hold of," Brennan said.

Brennan said the new Party Response Team, in which officers use a low-key approach to controlling parties, has been effective, but turnover in the department has made the job more difficult.

Ten officers have left the department in the last two years, and Brennan said it has been a challenge to keep up since it takes a minimum of six months to train a new officer.

Ames has had about 50 officers since 1989, he said.

"It would be nice to add some officers as our community grows, as it has been," Brennan said. "We're just not there yet."

Brennan said alcohol in Ames is "very easy to get a hold of."

"We know that when availability increases, use increases," said panelist Denise Denton, a lecturer at Iowa State University.

Both mayoral candidates and five of the seven city council candidates attended the meeting. At-large candidate Jim Popken asked the panelists what could be learned from the tendencies of the youth who don't abuse alcohol.

Panelist Julie Hibben, community prevention coordinator at Youth and Shelter Services, said her organization works with several youth organizations in that regard. Board co-chair Don Broshar said it is critical to engage young people on a daily basis as equal partners.

Since its inception in 1994, the board has served to prevent substance abuse amongst youth. It has concentrated on underage drinking for the past two years and most recently has pushed for a keg registration ordinance in Story County.



**6. U.S. Launches Campaign Against Minors Drinking**

By Kristina Hernndobler - *The Houston Chronicle*

October 31, 2005

WASHINGTON - With nearly 30 percent of 12- to 20-year-olds reporting they drank alcohol in the last month, the top federal health official said Monday that underage drinking is a 'significant national problem" and asked states to rededicate themselves to combating it.

About 7.4 million — or almost 20 percent — of people between the ages of 12 and 20 are binge drinkers, according to 2004 data compiled by the Substance Abuse and Mental Health Services Administration.

Michael Leavitt, secretary of the Department of Health and Human Services, told a conference on underage drinking that this has proven to be "a persistent problem," even as the U.S. has "made great progress in educating America's youth about the dangers of tobacco and drug abuse."

Leavitt recommended state health officials educate the public through town hall meetings.

He also said a new series of public service announcements aimed at getting parents to talk to their kids about alcohol will help fight underage drinking.

Ting-Kai Li, director of the National Institute on Alcohol Abuse and Alcoholism, said that while alarming, drinking among American children and teenagers is actually less frequent than that of European countries where laws on alcohol consumption are less stringent.

In Denmark, for example, about 85 percent of 15-year-olds drank to intoxication during the last 12 months, as compared to about 35 percent of Americans the same age.



**7. University Student Presidents Want Rise in Tobacco Tax**

By *The Register’s Iowa City Bureau*

November 4, 2005

IOWA CITY, IA **--** Iowa lawmakers should raise the tax on tobacco to help keep college students from lighting up, student leaders said Thursday.

Student government presidents at the University of Iowa, Iowa State University and the University of Northern Iowa told the Iowa Board of Regents on Thursday they will push the Legislature in 2006 for a tobacco tax increase as a way to keep young people from smoking.

"I think (the tax) should be at least $1," said Joe Murphy, UNI student body president.

The Legislature failed earlier this year to adopt a plan that would have increased the cigarette tax from 36 cents - one of the lowest in the country - to 72 cents per pack. The increase would have produced about $65 million a year in additional state revenue - money that could have been used for higher education.

But student leaders say their main concern is the health of Iowans. "If you increased the tax to $1, it's estimated 28,000 people would stop smoking," Murphy said. "It's a smart public financing and policy approach."



**8. Wisconsin Assembly Set to Approve Beer Distribution Bill**

By Tom Daykin, *Milwaukee Journal Sentinel*

November 2, 2005

Higher specialty beer prices and fewer choices for consumers might be the long-term results of a bill moving quickly through the state Legislature, according to Wisconsin's small brewers.

The Assembly was expected to approve the proposal Tuesday night, just one week after it was introduced. The bill is scheduled for a 10 a.m. hearing today before the Senate Small Business Committee and could go before the full Senate by the end of next week.

It is supported by the Wisconsin Wholesale Beer Distributors Association, which donated $6,000 to state legislative campaign committees during the first six months of 2005. The donations from the association's political action committee were split evenly between Democratic and Republican coffers.

The association also provided $24,838 in state campaign donations in 2003 and 2004, including $3,000 to Gov. Jim Doyle's re-election committee, and $4,188 to legislators who are sponsoring the bill, according to the Wisconsin Democracy Campaign.

The distributors, who buy beer from brewers and then sell it to taverns, supermarkets and other retailers, say the legislation is needed to fend off possible lawsuits challenging Wisconsin's alcohol industry regulations.

Small brewers, however, say the proposal is just the latest example of the wholesalers tightening their middleman grip in a system that critics say is costly and outmoded.

"Yeah, it's a war," said Deb Carey, president of New Glarus Brewing Co., based in the south central Wisconsin community of the same name. "And they don't want to give up any ground."

The legislation is not intended to hurt small brewers, said Eric Jensen, executive director of the wholesalers association. "We want them to grow. We sell their products."

The bill would require brewers to grant exclusive distribution territories to wholesalers. The legislation also would make it more expensive for small brewers to avoid wholesale distributors and sell their beer directly to retailers if the brewers surpass production and sales benchmarks.

The legislation is the result of a Supreme Court decision in May.

The court ruled that state laws in New York and Michigan that banned direct interstate wine shipments to consumers were unconstitutional and anti-competitive. While that decision applied just to wineries, it had strong similarities to a lawsuit challenging a Washington state law that bars retailers from buying beer, wine and spirits directly from breweries, wineries and distillers.

That Washington lawsuit was filed by Costco Wholesale Corp., which operates warehouse-style stores. Costco, which plans to expand into the Milwaukee area, says it could sell beer, wine and other alcohol at much lower prices if it could buy the drinks directly from beverage producers and bypass wholesalers.

Following the Supreme Court ruling, beer distributors in Wisconsin and other states moved to shore up laws protecting their middleman roles. The bill now being debated in Madison is a result.

Wisconsin's existing law allows in-state brewers to ship beer directly to retailers, Jensen said. But the law requires brewers based outside Wisconsin to maintain a separate warehouse if they do direct shipping. That costly provision amounts to different treatment for out-of-state brewers, Jensen said, and leaves the law vulnerable to a legal challenge.

Under the bill, both in-state and out-of-state brewers must maintain separate warehouses if they ship beer directly to retailers. However, brewers would be exempt from that provision if they produce less than 100,000 barrels of beer annually, or sell less than 30,000 barrels directly to retailers.

Most of Wisconsin's small brewers produce far below 100,000 barrels, Jensen said.

"The reality is that none of them are brewing more than 50,000 barrels a year," Jensen said. He said the bill accommodates the small brewers, and provides ample room for their growth before hitting the proposed benchmarks.

But New Glarus has been growing rapidly, and this year will likely surpass 40,000 barrels, Carey said. Not far behind is Stevens Point Brewery, while La Crosse-based City Brewing Co. and Middleton-based Capital Brewery Co. are closing in on the 30,000- and 20,000-barrel marks, respectively.

The nation's specialty beer segment boasted 7 percent sales volume growth during the first half of 2005. Overall industry sales, dominated by Miller Brewing Co., Anheuser-Busch Inc. and Coors Brewing Co., posted a 1 percent decline during the same period. Milwaukee-based Miller supports the bill, saying it helps strengthen the current distribution system.

New Glarus generally uses distributors, Carey said. But it has occasionally done direct shipping, she said.

Under the bill, New Glarus could eventually be forced to spend money on unneeded warehouse space, Carey said. That would siphon capital away from buying new equipment and expanding the brewery, she said. Also, higher operating costs from adding warehouse space would be passed on to consumers, she said.

Much smaller brewers that do direct shipping also worry that the bill could eventually hurt them.

"That certainly is anti-small business," said Tom Porter, owner of Lake Louie Brewing Co., in the Iowa County community of Arena. "That's putting a ceiling over my potential."

Lake Louie, founded six years ago, will sell around 1,500 barrels in 2005, Porter said. But the company has been doubling its production in recent years, and has a waiting list of retailers that want to stock its Coon Rock Cream Ale and other brands, he said.

Also, the bill's provision requiring exclusive territories for wholesalers could cause major problems for small brewers, said Russ Klisch, president of Milwaukee's Lakefront Brewery.

If a wholesaler with exclusive rights went bankrupt, the brewer might face delays getting those rights assigned to a different wholesaler, Klisch said. That could choke off the brewer's access to the market, which would restrict the number of brands available to consumers.

Small brewers also say the exclusive rights provision would limit competition among wholesalers, which would again result in higher distribution costs -- some of which will be passed on to consumers.

Some small brewers and industry observers say the entire system, created after Prohibition was repealed in 1933, is obsolete.

Beer wholesalers say the system helps ensure that alcohol is marketed responsibly.

However, the Supreme Court in May found little evidence that restrictions on direct wine sales had prevented underage drinking. Meanwhile, a proposed California law that would strengthen the franchise rights of beer wholesalers in that state was recently criticized as anti-competitive by a Federal Trade Commission report.



**9. Liquor Ads Move to Satellite Radio**

By Stuart Elliott -  *The New York Times*

November 3, 2005

SIRIUS SATELLITE RADIO is joining the growing ranks of media outlets that accept liquor advertising, as it begins running musical commercials for Tanqueray gin.

The commercials consist of a hip-hop song titled "Get Your Ice On," which can also be heard on several Web sites sponsored by Tanqueray. The spots, at two and a half minutes long, are running on Sirius channels like Cracked Up Comedy, Maxim Radio, OutQ Radio and Sports Byline.

The commercials are part of a campaign centered on music for Tanqueray, sold by Diageo. It began in April with a new brand character, a wry British bon vivant named Tony Sinclair, portrayed by an actor named Rodney Mason.

Neither Sirius Satellite Radio nor its rival, XM Satellite Radio, carries commercials on any of its scores of music channels. Both carry spots on most of their talk, sports, news and entertainment channels, although there are fewer commercials than during a typical hour on a traditional, or terrestrial, radio station.

XM already accepts liquor advertising, said Chance Patterson, a company spokesman, and has run commercials for brands like Jack Daniel's Tennessee whiskey, sold by a unit of Brown-Forman.

The arrival of liquor advertising on Sirius is emblematic of how the relationships between marketers and media companies are being transformed as consumers embrace new options like satellite radio.

For instance, Heavy.com, a Web site with a youthful audience, plans to announce today that it will provide the first advertising-supported clips for the new video iPod being sold by Apple Computer. As visitors to Heavy.com download free video clips from the "Must Stream TV" section of the Web site, they will see on their computer screens a "skin," or frame, bearing the Burger King slogan, "Have it your way," and the Burger King logo.

"These days, the media are as important as the message," said Chris Parsons, a vice president for marketing at Diageo in New York, particularly in reaching "the leading-edge consumer" who is an early adopter of new technologies.

In starting to accept commercials for distilled spirits, Sirius joins a lengthening list of media outlets. Only the six big national networks - ABC, CBS, Fox, NBC, UPN and WB - still refuse to run liquor spots.

Under voluntary policies that dated to the start of radio and television, liquor makers refrained from running commercials on those media. But in 1996, when Seagram began to defy the ban, some stations and networks started taking liquor spots with some stipulations like requiring entreaties to drink responsibly.

Liquor makers, in turn, adopted stipulations as they arrived on television and radio. Mr. Parsons said that Diageo had a policy calling for its commercials to appear only on programs where 75 percent or more of the listeners were 21 or older.

Diageo turned to Sirius for the campaign, Mr. Parsons said, because it wanted to run the song commercial for two and a half minutes; traditional radio stations and networks generally do not accept spots longer than 60 seconds. Other Tanqueray commercials of conventional length run on terrestrial stations in cities including Chicago, Los Angeles and New York.

"We wanted to get the song on the radio, but we ran into a brick wall with terrestrial radio," said Glenn Porter, vice president and creative director at the Tanqueray agency, Grey Worldwide in New York, part of the Grey Global Group division of the WPP Group.

"Satellite radio is a little new, offbeat," Mr. Porter said, "and we wanted a way to bring the consumer to the brand in a cool, offbeat way."

The "Get Your Ice On" song was written and produced in a collaboration between Grey's internal music department and Music Beast, a music production company in New York. The song, which Grey calls a "brand track," is one of many being created for commercials, a trend known as branded entertainment.

For example, the Troy, Mich., office of BBDO Worldwide, part of the Omnicom Group, joined with a company called JSM Music to create a song, "Unleashed," that is featured in a commercial for the Dodge Charger. The song, a so-called mash-up of two tunes, "Hair of the Dog" by Nazareth and "Live and Loose" by Chris Classic, has also been released as a single and a music video - featuring the Charger, natch - and is to be included on a coming album by Chris Classic.

"The secret recipe to this is, rather than blabbing at people for 30 seconds or 60 seconds, we're giving them music that is not heavily branded," said Mr. Porter of Grey.

"I think brands can leverage all areas of entertainment to deliver a message so long as it's an organic fit," he added. "The song is a way to draw the consumer to the brand rather than trying to chase them down."

The "Get Your Ice On" commercial began on six Sirius channels on Oct. 17 and is scheduled to run through Nov. 12. There are discussions about having it continue through the holiday season, said Sam Benrubi, senior vice president for advertising sales at Sirius in New York.

"In the environs of Maxim Radio and the other channels, it sounds good," Mr. Benrubi said. "The spot is engaging, with a very light brand sell. It was just very cool."

Mr. Benrubi and the ad sales department are making plans to recruit sponsors for Howard Stern when he joins Sirius in January.

"His show will have a noticeably lighter commercial load than when he's on terrestrial radio," Mr. Benrubi said, "about 50 percent less."

In addition to Sirius, the Tanqueray song can be heard on and downloaded from Tanqueray Web sites like tanqueray.com and getyouriceon.com. About 30,000 copies of the song on CD's are being given away at performances by the comedian Mike Epps on a national tour through January that is being sponsored by Tanqueray.

Grey and Diageo plan to add an additional Web site, tanqueraytracks.com, on Nov. 14, which will offer a series of brand-track songs, including a holiday tune.

"Get Your Ice On" is also on a Web site, fauxbandnames.com, developed for a promotion with Yahoo, and can be downloaded from ad banners appearing in the music section of yahoo.com. The Tanqueray songs are by Music Beast; Josh Rabinowitz, senior vice president and music director at Grey; and Jared Schlemovitz, a music producer at Grey who is credited as "JSchlem."

JSchlem? Gesundheit.



**10. Alcohol-Related Insurance Denials in Trauma Centers Are Common**

*Newswise*

October 27, 2005

A study published in a leading surgical journal sheds new light on trauma surgeons’ experiences with alcohol-related insurance denials, the denials’ effect on patient care, and the surgeons’ knowledge of laws nationwide that discourage screening and drug counseling in the ER and trauma center. Alcohol is the leading cause of injuries seen in trauma centers.

The survey is the first to document how widespread these denials are and how little is known about state laws, in effect nationwide, that allow insurers to deny payment if a patient’s chart notes that he or she consumed even a minute amount of alcohol. Results of this survey and a companion survey of state legislators are reported in the September 2005 Journal of Trauma, published October 27.

“This survey shows that the Uniform Accident and Sickness Policy Provision law is widely used to deny coverage across the nation,” says Larry M. Gentilello, M.D., the study’s lead author and Chairman, Division of Burns, Trauma, and Critical Care, University of Texas Southwestern Medical School, Dallas. “Although this law is terribly out of date, it continues to discourage surgeons from doing what they believe is best for their patients.”

The Uniform Accident and Sickness Policy Provision law (UPPL) was promulgated by the insurance industry as a model law and adopted by most state legislatures in 1947. Still in effect in 35 states and the District of Columbia, UPPL allows insurance companies to deny payment for injuries that occur in patients who are under the influence of alcohol or illegal drugs. Eight states have recently repealed the law.

Of the 98 trauma surgeons responding to the survey, 13% believed they practiced in a UPPL state, but 70% actually did. Despite lack of knowledge of their state’s UPPL status, 24% reported an alcohol or drug-related insurance denial in the previous six months. This appeared to affect screening practices: more than 51% did not routinely measure blood alcohol concentration (BAC), even though over 91% believed BAC testing is important. Eighty-two percent indicated that if there were no insurance barriers, they would be willing to establish a brief alcohol intervention program in their center.

“These interventions have been proven effective, yet little used,” says Dr. Gentilello. “We now know, however, that most trauma centers would consider establishing intervention programs if the insurance barriers were eliminated.”

In earlier research, Dr. Gentilello and colleagues showed that alcohol screening and intervention in trauma centers had dramatic effects. More than 3,500 injured patients were screened for an alcohol problem, and 46 percent screened positive. Positive patients were randomly selected to have one 30-minute session with a specially trained alcohol counselor or no counseling. For the group that received counseling, ER visits or hospital admissions for repeat injuries dropped about 50 percent over the next three years. Another recent study by Dr. Gentilello’s team found that offering brief substance-abuse counseling in emergency rooms and trauma centers to patients who were injured while under the influence of alcohol could save U.S. hospitals almost $2 billion a year.

In the current study, the legislators’ survey responses were surprisingly similar to the surgeons’—indicating they were well aware of the impact of substance use on trauma centers. Eighty-nine percent of the 56 respondents agreed that alcohol problems are treatable, and 80% believed it is a good idea to offer counseling in trauma centers. As with surgeons, the majority (53%) were not sure if the UPPL existed in their state, but they favored prohibiting alcohol-related exclusions by a two to one ratio, with strong bipartisan support.

Dr. Gentilello adds, “Excessive alcohol use is the leading cause of injury that we see in trauma centers and ERs across the nation. And there is broad support among both physicians and legislators for eliminating a significant barrier to diagnosis and treatment.”

Researchers from Harvard Medical School, University of California, San Diego and the Insurance Legislators Foundation also contributed to the current study. The study was supported by The Robert Wood Johnson Foundation, which in 2002 honored Dr. Gentilello with its Innovators Combating Substance Abuse Award.



**11. District Court to Hear Wine-Shipping Battle**

October 31, 2005

The battle over Michigan wine-shipping law takes another step Tuesday, with a hearing in U.S. District Court in Detroit on how Michigan will enact a May U.S. Supreme Court ruling. The Supreme Court found Michigan’s prohibition on out-of-state winery shipments to Michigan consumers discriminatory.

Now before U.S. District Judge Bernard Friedman is how to alter Michigan law to comply with the court ruling. The Supreme Court sent the case back to the District Court to find a remedy.

Meanwhile, specific regulations are being hammered out in the Legislature. And on Friday, sources said Michigan wineries and the Michigan Beer & Wine Wholesalers Association are close to a legislative agreement on how many cases of wine Michigan and out-of-state producers can ship to individual consumers, and the terms of such sales.



**12. Schools Use Web to Teach About Booze**

By David Kesmodel - *The Wall Street Journal*

November 1, 2005

**Students Complain About 'AlcoholEdu,' But Educators Say the Program Works**

 As colleges struggle to curb student drinking, they're increasingly turning to a new weapon: a mandatory online class on alcohol for freshmen.

More than 120 colleges and universities now require first-year students to complete "AlcoholEdu," a three-hour course developed by Outside the Classroom Inc., a closely held Needham, Mass., company.

That's up from about 30 schools just two years ago and four schools four years ago.

AlcoholEdu, adopted by schools such as the University of California at Berkeley, the University of Connecticut and Miami University of Ohio, is gaining popularity because administrators can quickly disseminate information about the risks of excessive drinking to thousands of students. Schools pay $5,000 to $50,000 per year to offer the course, depending on the number of students, and receive survey information on the test takers' drinking habits. The makers of AlcoholEdu, meanwhile, are compiling a massive database on college drinking behavior for researchers to probe.

The course has become a staple of the early weeks of college life for many 18-year-olds, and about 250,000 first-year college students are taking it this fall. Some students have groused about the course on blogs, saying the three hours are a waste of time. "Very few people take it seriously," Phoebe Luong, 18, a freshman at the University of Southern California, said of her classmates.

College administrators who have grappled with campus drinking issues for years said any chatter about the Internet class is good. "If they're complaining together, [they're] creating a buzz about it," said Paula Swinford, director of health promotion and prevention services at the University of Southern California, which is requiring its 3,300 freshmen and transfer students to complete the class.

The course's effectiveness has not been widely studied, and alcohol-prevention experts said such educational approaches must be combined with other strategies to effectively combat abuse. But earlier this year, a University of Illinois researcher found students who had taken AlcoholEdu reported fewer "negative consequences" related to drinking -- such as missed classes and having unprotected sex -- than those who had not. Some college administrators also have reported positive results.

Outside the Classroom, meanwhile, said its surveys showed students who began the course before arriving on campus were about 20% less likely to engage in binge drinking after starting college.

**Warning About Alcohol**

AlcoholEdu doesn't tell students not to drink -- one part of the course suggests tactics drinkers can use to avoid alcohol poisoning, such as eating a meal before consuming alcohol -- and instead focuses on warning students about what can happen if they drink excessively. In recent years, high-profile deaths from alcohol abuse at schools such as Colorado State University have illuminated the issue. Alcohol contributed to more than 1,700 deaths of U.S. college students between the ages of 18 and 24 in 2001, according to the National Institutes of Health.

Colleges and universities have had alcohol-education programs for decades, though many tactics have faltered. AlcoholEdu is one of a handful of online programs schools are using – others include e-CHUG, a 15-minute "assessment tool" developed by San Diego State University, and Alcohol Wise, a 90-minute course developed by 3rd Millennium Classrooms. Schools have also taken other approaches: Several large universities are working with local governments and liquor-industry businesses to curtail student drinking by bolstering enforcement of alcohol laws and eliminating drink specials at bars.

AlcoholEdu is no "silver bullet," said Brandon Busteed, the 28-year-old who founded

Outside the Classroom five years ago. But it represents a prevention strategy that can be broadly implemented and isn't controversial, unlike banning kegs at fraternity parties, he said. He hopes that widespread use of the program will help change campus culture toward drinking. In addition to the schools, more than a dozen fraternities and sororities -- such as the Sigma Nu fraternity and the Alpha Gamma Delta sorority -- require all new members at all chapters to take AlcoholEdu, and can receive discounts on liability insurance for making it compulsory.

Mr. Busteed was a non-drinker as an undergraduate at Duke University, where he studied public policy, represented students on the Board of Trustees and formed a campus panel that planned social events that didn't involve alcohol. Mr. Busteed hired a team of health experts to develop AlcoholEdu, led by Dr. Richard P. Keeling, a former professor of medicine at the University of Wisconsin.

The 25-employee company, which has been financed by venture capitalists, has yet to turn a profit but expects to do so next year, said Mr. Busteed.

**You Will Be Tested**

AlcoholEdu takes about three hours to finish (the Web-based course doesn't allow skipping ahead) and is not meant to be completed in one sitting. Students begin by submitting confidential survey information about their behavior, then take a pre-test and study three chapters. After that, they take an exam testing their knowledge of such things as blood alcohol concentration, which activities may increase the odds of a blackout (doing shots or chugging drinks) and whether it's possible to cure a hangover by drinking a small amount of alcohol (it's not).

During the course, which uses streaming video and audio, students are told that alcohol advertisements on campus "intentionally target underage drinkers" and that beverage companies are "after your money."

Students also are told they "don't have to drink to have a good time."

Students are shown several videos of students in drinking situations, such as imbibing the night before an exam, and are asked to consider the consequences. They are also taught to "never leave your drink unattended," because of the risk that someone might slip something into it, such as a date-rape drug.

Schools set their own requirements on how students must score on AlcoholEdu's final exam to pass most require students to correctly answer at least 70% of the 40 questions. They also must complete a fourth chapter and another survey about two months after the exam. Schools only know whether a student has completed the class and how he performed on the final exam -- they don't know how individual students have answered survey questions.

Many schools require students to complete the bulk of the course before the first day of classes. Some prevent students from registering for the next semester's classes if they don't finish the course. Others use an "implied mandate:" They tell students they expect them to complete AlcoholEdu but don't necessarily penalize them if they don't. At the University of Southern California, students who haven't taken the class face "much stronger consequences" if they commit an alcohol violation, said Ms. Swinford, the health promotion director. Last year, the first year the school used the class, more than 90% of incoming students finished it.

**'Extremely Annoyed'**

Daniel Medina, 18, a freshman at the University of Southern California, failed the exam the first time and had to retake the course. "Am I the only one who freaking failed the AlcoholEdu? I'm extremely annoyed right now," he wrote on a community blog for USC students. He partly blamed his failure on his browsing of a popular Web site called Facebook, which features profiles of college students, while the audio commentary from AlcoholEdu played in the background.

In an interview, he said he learned important information from the class but found it contradictory at times. "It made a big point that it wasn't trying to judge people and just make you aware of the facts, but I felt it leaned toward abstinence," said Mr. Medina, a business major from Anaheim, Calif. Many students view the class as a chore, and it is frequently panned at campus parties, he said. Students tossing back beers sometimes joke with one another that, "according to AlcoholEdu, I should be having a confrontation with you" by now, he said.

Jamie Fiorello, 18, a freshman at the University of Scranton in Pennsylvania, said she did not find the course as effective as other education strategies. Far more powerful, she said, were annual talks at her New Jersey high school by a trauma physician who relayed gruesome tales from the emergency room.

"No one took AlcoholEdu seriously," Ms. Fiorello said of her classmates. Students are "not going to let an online course influence their decision" about drinking.

**Collecting Data**

As part of the AlcoholEdu course, students are surveyed on everything from how much alcohol they had to drink in recent weeks to whether alcohol was used in their households. Students are asked whether in the past two weeks they "skipped a meal to get drunk faster," played "drinking games" or consumed shots.

A student who indicates he is a heavy drinker will receive somewhat different information than a student who abstains from alcohol.



**13. Brewers Respond to New Ad Campaign Targeting Parents; Reaffirm Commitment to Help Prevent Illegal Underage Drinking**

*U.S. Newswire*

November 3, 2005

WASHINGTON -- The following is a statement by Jeff Becker, president of the Beer Institute, on a new ad campaign on illegal underage drinking:

The Beer Institute and its member brewers support the commitment of the Substance Abuse and Mental Health Services Administration (SAMHSA) and the Ad Council in preventing illegal underage drinking. We appreciate the spirit of cooperation they used to develop this campaign that encourages parents to talk with their children about underage drinking. As parents ourselves, we share the mutual goal of helping our young people make safe, smart choices.

Brewers have long supported the fact that parents are an integral part of any effort to help prevent illegal underage drinking. Research tells us that parents are the number one influence on a teen's decision to consume alcohol illegally, and this new campaign emphasizes the importance of discussing this issue with our children at an early age.

In the past two decades, brewers have provided more than 6 million guidebooks, videos, and other materials to help parents create a dialogue with their children about drinking, as well as supported programs that help retailers educate their staff on how to prevent sales to minors and help law enforcement officials enforce the law. More information on these efforts is available at http://www.beerinstitute.org.

