

African-American Youth Overexposed to Alcohol Advertising

The Center on
Alcohol Marketing and *Youth*

*2233 Wisconsin Avenue, N.W.,
Suite 525
Washington, D.C. 20007
202-687-1019
www.camy.org*

June 19, 2003

The Center on Alcohol Marketing and *Youth*

- What:** Monitors the marketing practices of the alcohol industry.
- Focuses attention and action on industry practices that jeopardize the health and safety of America's youth.
- Why:** Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among youth requires using the public health strategies of limiting access to and the appeal of alcohol to underage persons.
- Support:** Grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

Key Findings

The Center on Alcohol Marketing and Youth at Georgetown University found that African-American youth are being overexposed to alcohol advertising as compared to all other youth.

The report is the first systematic review of alcohol advertising delivered to African-American youth in magazines and on radio and television.

Key Findings - Television

- Alcohol advertising was placed on all 15 of the television programs most popular with African-American youth.
 - Alcohol advertisers spent \$11.7 million in 2002 to place ads on these 15 programs, including:
 - *Bernie Mac*
 - *The Simpsons*
 - *King of the Hill*
 - *My Wife and Kids*
 - *The Wonderful World of Disney*

Television Programs Most Popular With African-American Youth

15 Television Programs Most Popular with African-American Youth, 2002

Rank	Program	Network	Network	Spot	Total
			Alcohol Ad Dollars	Alcohol Ad Dollars	
1	Girlfriends	UPN	\$ 518,500	\$ 84,479	\$ 602,979
2	One On One	UPN	\$ 500,700	\$ 62,665	\$ 563,365
3	Half And Half	UPN	\$ 90,700	\$ 6,641	\$ 97,341
4	The Parkers	UPN	\$ 522,100	\$ 62,793	\$ 584,893
5	Cedric The Entertainer Presents	FOX	\$ 549,500	\$ 112,075	\$ 661,575
6	Fastlane	FOX	\$ 669,000	\$ 167,871	\$ 836,871
7	Bernie Mac	FOX	\$ 2,112,300	\$ 835,304	\$2,947,604
8	The Simpsons	FOX	\$ -	\$ 2,002,599	\$2,002,599
9	My Wife And Kids	ABC	\$ 118,000	\$ 318,939	\$ 436,939
10	Smallville	WB	\$ -	\$ 747,872	\$ 747,872
11	King Of The Hill	FOX	\$ -	\$ 1,195,770	\$1,195,770
12	WWE Smackdown!	UPN	\$ -	\$ 66,806	\$ 66,806
13	Malcolm In The Middle	FOX	\$ -	\$ 819,280	\$ 819,280
14	George Lopez	ABC	\$ -	\$ 37,835	\$ 37,835
15	The Wonderful World Of Disney	ABC	\$ -	\$ 139,167	\$ 139,167
TOTAL			\$ 5,050,500	\$ 6,660,096	\$11,740,596

Sources: TNS Media Intelligence/CIMR 2002 and broadcast television networks. A "-" indicates that no network alcohol advertising was purchased.

Key Findings - Magazines

- **Alcohol advertising in magazines overexposed African-American youth.**

Compared to non-African-American youth, African-American youth saw:

- 66% more beer and ale magazine advertising;
- 81% more distilled spirits magazine advertising, and;
- 45% more advertising in magazines for malt alternatives, alcopops and other “low-alcohol refreshers.”

Key Findings - Magazines

- **Within the African-American community itself, youth were more likely to see alcohol ads in magazines than adults.**
 - African-American youth (ages 12-20) saw more alcohol advertising than African-American young adults (21-34).
 - African-American adults 35+ saw an average of 139 ads versus 171 seen by youth.

Key Findings - Radio

- **Alcohol advertising on radio overexposed African-American youth compared to non-African-American youth.**
 - African-American youth heard 12% more beer advertising and 56% more ads for distilled spirits than non-African-American youth.
 - Two formats—Urban Contemporary and Rhythmic Contemporary Hit—accounted for almost 70% of the alcohol advertising reaching underage African-American youth on radio.

Alcohol Marketing and the African-American Community

- The marketing of alcohol products in African-American communities has, on occasion, stirred national controversy.
- Battles over the heavy marketing to the African-American community of malt liquor, a stronger-than-average beer, resulted in the banning of one new brand, PowerMaster, in the summer of 1991, and fines against the makers of another, St. Ides Malt Liquor, by the states of New York and Oregon, for advertising practices that allegedly targeted youth and glamorized gang activity.

Alcohol Marketing and the African-American Community

- African-American youth culture already abounds with alcohol products and imagery.
- References to alcohol are more frequent in rap than other music genres.
 - A content analysis of 1,000 of the most popular songs from 1996 to 1997 found that references to alcohol were more frequent in rap (47% of songs had alcohol references) than other genres such as country-western (13%), top 40 (12%), alternative rock (10%), and heavy metal (4%); and that 48% of these rap songs had product placements or mentions of specific alcohol brand names.

Conclusion

- The Center's study is the first systematic review of alcohol advertising delivered to the nation's second-largest minority group and documents the exposure of African-American youth to alcohol marketing.
- By providing data about alcohol marketing and African-American youth, the Center seeks to inform policy debates on the appropriate measures to protect African-American youth from overexposure to alcohol advertising and marketing.