



Biking with brew in Ft. Lauderdale: Making friends, with alcohol serving as 'a social lubricant'

who has twice won appeals before the state licensing board. Says Rada: "I just don't believe education and alcohol mix."

At other campuses, clear-cut regulations are in place, but violations go largely unheeded. Concedes one resident assistant in a Maryland high-rise dorm: "On weekends the beer flows all over this place. And it's a good bet that most of the people getting stoned are underage." Many administrators say they would prefer not to have to regulate drinking. "We have been as laissez-faire as we can be on alcohol," says Dean of Students Leslie Lawson of UC, Santa Barbara. "Students like it the way it is, faculty don't believe we should get back into the business of ethical or moral judgments about student behavior and administrators are concerned because alcohol is a big problem."

However reluctant, administrators cannot ignore their legal obligations. As South Carolina's Pruitt puts it, "University policy is just a reflection of the law. The college campus is not a sanctuary." Now that the law is changing, colleges are concerned about their civil liability where injuries or property destruction results from campus-related drinking. While several courts have ruled that schools don't have a custodial relationship with students—and therefore cannot be held liable for the actions of drunken students—the law in this area is quite unsettled. Last year a New Jersey court found hosts liable for certain subsequent actions

by their guests, and this concept could conceivably be extended to colleges. "Obviously, universities cannot be totally cavalier in this area," says Donald Klasic, general counsel of the University of Nevada. "They have some responsibilities, particularly in the instance that something occurs on campus as the result of a campus-sponsored activity and with funding from student fees."

Alcohol is a very profitable business on campus. Each year college students buy more than \$2.6 billion worth of beer alone,

and brewers spend \$15 million to \$20 million promoting their products. Market research indicates that most people develop loyalty to a particular beer between the ages of 18 and 24, so brewers work hard to get their names in front of college students. Nearly all of the major companies employ students as marketing representatives. They offer student groups free beer and almost anything that can display a logo, from giant inflatable beer bottles to calendars. Brewers also pour out big bucks to sponsor campus events: at Miami, Coors spent \$1,500 for, among other things, an alumni tailgate party, while Miller bankrolled midday concerts to the tune of \$6,500.

Recently, however, colleges have begun to back away from alcohol tie-ins. The University of Vermont no longer allows promotional agreements with makers or distributors of alcohol. Loyola of

Chicago's school paper now refuses liquor and beer ads. These schools, and many others, want to avoid even the inference that they sanction drinking. Says Irving Maltzman, a UCLA psychology professor, "Battling alcohol abuse is an uphill battle when you have athletics by Bud, homecoming by Miller, Mardi Gras by Coors and on and on." For their part, brewers have, by and large, abandoned such time-honored promotions as the wet-T shirt contest for more public-spirited endeavors. Miller Beer has underwritten alcohol-education literature. And Budweiser sponsors spring-break pit stops along major highway routes to Florida, where travelers can relax with coffee and doughnuts.

Alcohol-awareness courses have proliferated to the point that the majority of colleges now offer them. At Dartmouth, freshmen are taught on their very first night in Hanover about the dangers of uncontrolled drinking. For its award-winning program during last fall's Alcohol Awareness Week, Arizona State offered an alcohol-trivia game, a sobriety test, "mock-tails" and a raft of educational literature.

Some researchers question the long-term benefits of such programs, but many campuses report that drinking restrictions have already paid dividends. Drinking-related accidents and vandalism are down at Maryland; campus Police Chief Eugene Sides points to a 13 percent drop



Budweiser pit stop near I-95 in Georgia: Playing safe