

Oregon Partnership BY KEN RAY FOR THE PORTLAND OBSERVER We Fail When Alcohol Ads Reach Kids

Kids see and hear it everywhere—on television, billboards and in magazines, and they hear a lot of it on the radio.

I'm talking about alcohol advertising. And a new study released in January shows that, per capita, youth continue to hear more alcohol advertising on the radio than adults over age 21.

In a study of 104 radio markets conducted between June 15 and July 31, 2003, the Center on Alcohol Marketing and Youth found that in 92 of those markets—including Portland—youth ages 12-20 heard more alcohol advertising per capita than adults over age 21, measured by gross rating points.

Furthermore, the center found that more than a quarter of the radio alcohol advertising in this analysis was aired when underage youth comprised more than 30 percent of the listening audience. This exceeds new limits established in voluntary advertising guidelines by the Beer Institute and the Distilled Spirits Council, the country's two largest alcohol industry trade associations.

The bottom line here is that the alcohol industry will need to drastically reform its radio advertising practices to comply with their new marketing guidelines and reduce the exposure of underage youth.

Youth overexposure to alcohol advertising on the radio is a significant concern. During a given week, the average U.S. teenager ages 12-17 listens to 13.5 hours of radio, compared with 10.6 hours spent watching television, 7.6 hours spent online,

and 3.3 hours reading magazines for pleasure.

We know in Oregon that one out of four 8th-grade students, and almost half of 11th-grade students, report that they consumed alcohol in the past 30 days, and that alcohol use contributes to the three leading causes of death among youth: suicide, homicide, and unintentional injuries.

Studies also show that alcohol advertising is one factor that can influence a youth's decision to drink. The Federal Trade Commission, in a 1999 report on alcohol advertising, acknowledged that,

"While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role."

A survey of parents conducted for the center last summer also shows that two-thirds

of parents believe that exposure to alcohol ads makes kids more likely to drink alcohol. The same study also showed that three-quarters of parents believe that alcohol companies do not do enough to limit the amount of their advertising that reaches youth.

Reducing underage drinking is a collective responsibility. That means we all play a part—parents, educators, and law enforcement as well as the alcohol industry. Reducing the amount of alcohol advertising in youth-oriented media and sharing our concerns about the prevalence of alcohol advertising with local broadcasters and regulators are important steps that can make a big difference in the lives and welfare of our youth.

Overexposure to alcohol advertising on the radio is a significant concern.

—Ken Ray, Oregon Partnership

Leader Fought for Labor Rights Documentary celebrates Black History Month

The video "A. Philip Randolph: For Jobs and Freedom," will celebrate Black History Month at the Bread and Roses Center, 819 N. Killingsworth.

This documentary chronicles the courageous and militant leadership of A. Philip Randolph in the labor and civil rights movement to advance the rights of African-American workers.

Randolph co-founded the socialist newspaper *The Messenger*, fought the Pullman railway company to win union recognition and a historic contract for the Brotherhood of Sleeping Car



Philip Randolph

Porters, and united other organizers in the civil rights movement for the historic 1963 March on Washington.

A discussion will follow the video showing on Saturday, Feb. 21 at 7 p.m. The event is open to the public. A Southern buffet, with vegetarian options, will be served at 6 p.m. for a \$7 donation.

The Bread and Roses Center is located a half block west of North Albina Avenue on North Killingsworth Street on bus lines #4 and #72. To arrange childcare, rides, work exchanges or for more information call 503-240-4462.

Note: All letters this week are from inmates.

Dear Deanna!

Me and my partner were dealing drugs but when we got caught, the police claim I had the dope. My partner threw the crack out of the window and we tried to run. The police say they found it in my pocket. My homeboy testified against me and now I'm doing all these years. It's killing me. --Big G.; Central Corrections Facility (McCloud, OK)

Dear Big G.

Thank God those officers didn't shoot you in the back as you were running. If you were dealing with dope you deserved to be caught and punished. When it comes to drugs, your flesh and blood will turn on you in a second if they can get out of the drama. Since police brutality has been on the rise, patrol cars have cameras and your incident should have been recorded. Drop to your knees in prayer and use your jail time to think and plan to be a better person when you're released.

Dear Deanna!

I'm serving 20 years for numerous crimes. It's hard in prison when no one tries to encourage you or give you hope. I'm looking for a female to start a relationship with and help pass the time until I get out in 2014. --M.K.T.; Raleigh Men's Prison (Raleigh, NC)

Dear M.K.T.

Instead of a relationship, get your degree and prepare yourself to come back to society as an honest educated man. The employment sector still discriminates against ex-cons. With a criminal record and no education, you'll set yourself up for a low paying job that'll force you back to the streets. Use the system and get a slammung for a degree so when you're released, you'll be an educated man on a mission.

Dear Deanna!

I've been in prison for 5 years and I have 3 more to go. Since I've been incarcerated, Jesus has been my Lord and Savior. I'm trying to serve him as best I can since I'm in jail. Hard drugs have been a part of my life for 25 years and when I'm alone, my mind goes back to those days. I'm a 47 year old man and when I get out, I don't want to go back on drugs. Please pray for me if you can. --K.E.; Solano State Prison (Vacaville, CA)

Dear K.E.

You may not see it now, but prison is the best place for you to dry out. I'm sure



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In the spirit of Black History, Wells Fargo honors Colonel George "Spanky" Roberts. His impressive military career began as a Tuskegee Airman and he was one of the first African American pilots to fly in the U.S. Army Air Corps. During WWII, Colonel Roberts fought in North Africa and Italy, flew over 100 combat missions and commanded the 99th Fighter Squadron. After his distinguished military career, he continued to serve his community as a Wells Fargo credit officer. Wells Fargo salutes Colonel Roberts' commitment to helping people reach the next stage of success.

Wells Fargo honors Black History.

