

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Turner, Carlton E.: Files
Folder Title: Alcohol / Advertising
Box: 6

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

13 FEB 1985

2174



AMERICAN ADVERTISING
FEDERATION

Howard H. Bell
President

1400 K Street N.W. Suite 1000
Washington, D.C. 20005
(202) 898-0089

February 11, 1985

Dr. Carlton E. Turner
Special Assistant to the President
for Drug Abuse Policy
220 Old Executive Office Building
Washington, D.C. 20500

Dear Carlton:

Thanks so much for your thoughtful note. Lee Abbott, Dan Jaffe and I thoroughly enjoyed the opportunity to visit with you. Your interest and your thoughtful comments are most appreciated.

I am enclosing a copy of our joint testimony before Senator Hawkins' subcommittee.

We will keep in touch and I look forward to seeing you soon again.

Warmest personal regards.

Sincerely,

Howard

HHB:br
Encl.

Alcohol & A-to File

Western Region Office
251 Post Street
San Francisco, CA 94108
(415) 421-6867

JOINT TESTIMONY OF
AMERICAN ADVERTISING FEDERATION
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
ASSOCIATION OF NATIONAL ADVERTISERS, INC.

BY LEONARD S. MATTHEWS
PRESIDENT
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

BEFORE THE SUBCOMMITTEE ON ALCOHOLISM AND DRUG ABUSE
COMMITTEE ON LABOR AND HUMAN RESOURCES
UNITED STATES SENATE

FEBRUARY 7, 1985

Good morning. I am Leonard S. Matthews, President of the American Association of Advertising Agencies. I would like to thank Senator Hawkins and the other members of this subcommittee for providing this opportunity to testify today.

Due to the time constraints of this hearing, I have been asked by my associates to present the joint testimony of my own association as well as that of the American Advertising Federation and the Association of National Advertisers.

In our more detailed testimony for the record, we describe our separate memberships. However, together, our three associations represent every segment of the advertising community, including advertising agencies, corporate advertisers, broadcasters, the print media, outdoor advertisers, and 210 advertising clubs throughout this country.

All three of our associations share a deep concern about the extremely serious problems of alcohol abuse in the United States. The advertising community, long before these issues received the spotlight of national public concern, donated their time and talents to public service campaigns to help combat alcohol abuse and drunk driving. All three of the presidents of our associations are members of the Board of the Advertising Council,

and through the Ad Council major corporations and advertising agencies donate their time and talent to the development of national public service campaigns. Let me provide you with just a few examples. (Run the public service ads)

In addition, these campaigns have run widely in newspapers, magazines, and outdoor advertising. These campaigns are not only running in English, but Spanish as well.

Furthermore, these campaigns have been extensively supplemented by public service advertising developed at the local level. Therefore, through the donation of our time, talent, and dollars, we have made manifest our commitment to join in a national cooperative effort to combat alcohol abuse and drunk driving.

However, our three associations adamantly oppose proposals to ban beer and wine advertising on the broadcast media. We oppose an advertising ban for four principle reasons.

First, an advertising ban will not help to solve the problems of alcoholism and drunk driving;

Second, an advertising ban would be unconstitutional;

Third, an advertising ban would injure competition, injure

radio and TV broadcasters, and deprive the consumer of information on new and improved beer and wine products and set a dangerous legal precedent, as virtually any product can be misused;

Fourth, and finally, a beer and wine advertising ban would be counter-productive. An advertising ban is a cosmetic solution to a real problem, like placing a band-aid on a cancer, it tends to divert and dissipate society's search for true and meaningful solutions to these tragic problems.

There is massive factual evidence that an advertising ban would fail to solve the alcohol abuse and drunk driving problems in our society. The Soviet Union, other Eastern Block countries, Sweden, Finland, Norway, France, (For whiskey ads), and British Columbia, all have temporarily or permanently imposed bans on the advertising of alcohol beverage products. None of these bans have been found to lessen alcohol use or abuse in these countries. Why should we run an experiment on the effects of an alcohol advertising ban in our country when this test has been tried in numerous other countries and failed?

Furthermore, there is no evidence in scientific studies that found advertising to be a significant factor in the causes of alcohol abuse. Therefore, as alcohol advertising does not

create these problems, banning advertising cannot solve them.

For these reasons, we strongly believe the proposed broadcast advertising ban of beer and wine would be unconstitutional. The Supreme Court has ruled that truthful advertising can only be banned under very limited circumstances, and that such a ban is unconstitutional "unless it directly advances the governmental interests asserted" and "is not more extensive than necessary."

Banning the broadcast advertising of beer and wine fails both tests. It won't cure alcoholism, or deter drunk drivers, and in all probability, will not even affect consumption, much less abuse. A ban is overly broad in that it does not directly attack the problems of alcohol abuse. There are a variety of alternate measures that are available against drunk driving and alcoholism that are less restrictive - indeed not at all restrictive - of commercial speech and are likely to be far more effective in resolving these serious problems. Raising the drinking age, imposing harsher penalties for selling or imbibing in violation of such age limitations and heavily penalizing drunk driving are some examples. They can be augmented by stepping up traffic, bar and store checks to intensify enforcement. Alcoholism treatment and educational and remedial programs on a national and local level are other feasible approaches. None of these approaches would violate the first amendment. A beer and wine advertising ban would.

The A.A.A.A., A.A.F. and A.N.A. also strongly oppose the idea of mandated counter-advertising. This proposal would create extremely dangerous new precedents. Clearly, this proposal is a major divergence from present Federal Communications Commission practice. This divergence would have to be predicated on the misuse of alcohol products. But, clearly, virtually any product can be misused. Will we have counter-advertising for the myriad other products that can be misused? The answer to the question must be no, otherwise mandated counter-advertising will direct a severe body blow to advertisers and commercial broadcasters.

Having said all this, it is important to emphasize that alcohol beverage advertising does have an important role to play in our society. As our more detailed submission points out, this advertising has little or no effect on starting people to drink or on the per capita consumption of alcohol. However, advertising plays a major role in brand shifting and brand share. Furthermore, as already noted, this advertising is important in helping to bring new products into the marketplace such as wine coolers and low alcohol beer.

We are all concerned that alcoholism and drunk driving exist in our society. But this concern should not blind us to the

fact that alcohol consumption in the last several years in the United States is down, not up. If the critics of alcohol advertising are correct, how do they explain this fact?

In conclusion, our three associations pledge to you that we will continue to volunteer the high level of public service advertising in the alcoholism and drunk driving area. Furthermore, we will utilize our communications skills to work cooperatively with other groups in a national partnership to come to grips with these serious problems.

We would like to propose that your committee has two options, or choices. The first is to deal with this subject on a subjective, emotional and ideological basis, as the critics would propose. The second is to deal with it on a factual and objective basis, and to enlist the help of the beverage industry and the advertising and communications industries so that these very real problems can be solved.

Thank you. We will be glad to try to answer any questions you may have.

She

Carol has
called my office
re these photos. Which
one does Ellen want and
has of given his o.k.?
A md. Ok by me
Whatever



A Reeves
Communications
Publication

708 Third Avenue
New York, N.Y. 10017
(212) 573-8600

File Alcohol - Advertisement - need to put all
Correspondence on this
Subject in one
File
27 DEC 1984
2035

December 19, 1984

Dr. Carlton Turner
Special Assistant to the
President for Drug Abuse Policy
Room 220
The White House
Washington, D.C. 20500

Dear Dr. Turner,

Thank you very much for taking the time to interview
with us. As you know, Advideo will be released sometime
in early February, and will cover the future of alcohol advertising
and the effort to get beer and wine commercials off the airwaves.

Your forthright and direct appeal to the advertising and
brewing communities will certainly catch their attention.

We were hoping to strengthen the visual appeal of our show,
and to provide some visual background with photos of you
with the President and Mrs. Reagan. Your office referred me
to the photo office. Initially they said there would be
no problem making new prints of some of the photos in their
files of you with the President. But when we checked back with
them recently they said there was some problem releasing the
photos.

We are, of course, not interested in using your copies, only
in obtaining new prints from the original negatives.
Carol Greenawalt at the Photo Office also has a formal letter
of request explaining the use of the photos. We'd be happy
to clear any usage with you, before including anything in the show.

I will check back with your office to see if perhaps there
has been some misunderstanding.

Thanks again for your assistance.

Ed Lynch Did Interview
Ray Bristol
Herbert Stehr
Michael Boyle

Sincerely,

Ellen Greenfield
Associate Producer

Checked Ellen 1/10/85
in press - shows
not in left hand
to CM

6709
2.
6589

Prod
crew

THE WHITE HOUSE

WASHINGTON

February 25, 1985

Dear Ken:

Thank you for getting me together with Richard Keating and Steve Lambright. We can all benefit by communicating more often.

Enclosed are copies of my notes to Richard and Steve. I will call you when I return to Washington.

Best regards,

Sincerely,

A handwritten signature in black ink, appearing to read "Carlton E. Turner", with a long horizontal flourish extending to the right.

Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Kenneth Duberstein
Timmons and Company
1850 K Street, N.W.
Washington, D.C. 20006

THE WHITE HOUSE
WASHINGTON
February 25, 1985

Dear Richard:

I enjoyed having the opportunity of meeting you. There is definitely a common ground for a reasonable solution to the issues brought out on Sunday afternoon.

As I mentioned to you, I will be out of the country until March 7, 1985. In the interim, however, you can contact Sue Daoulas if you need any assistance from my office.

Best regards,

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Richard Keating
Anheuser-Busch Companies
1211 Connecticut Avenue, N.W.
Washington, D.C. 20036-2701

THE WHITE HOUSE

WASHINGTON

February 25, 1985

Dear Mr. Lambright:

It was a pleasure meeting you on Sunday and an even greater pleasure to realize we both have a common goal.

Communication is important and in fact, probably mandatory. Therefore, if I am in town with your distributors and employees, I will be happy to talk with them. Sue Daoulas, my scheduling assistant, is the keeper of the time. Please call her at 202-456-6554 and she will make any necessary arrangements.

I promised you suggestions on how the SADD contract could be amended to end the senseless conflicts. A copy of the suggestions is enclosed; please use them as you deem necessary.

When you are next in town, please stop by the office for a visit. Best regards,

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Stephen K. Lambright
Vice President and Group Executive
Anheuser-Busch Companies
One Busch Place
St. Louis, Missouri 83118-1852

Ken Duberstein
Timmons & Co.
1850 K Street, N.W.
Washington, D.C. 20006

202-331-1760

Dear Ken,

Thanks for getting me together with
Richard Keating & Steve Lambright. We can
all benefit by communicating more often.

Enclosed are copies of my note to Richard
& Steve. Will call you when I get back in
country.

Ken

Sightland

Sue got these out Monday
if possible not by
Tuesday COB A + LWB

Richard F. Keating
Manager of National Affairs



ANHEUSER-BUSCH COMPANIES

1211 Connecticut Ave., N.W.
Suite 502
Washington, DC 20036-2701
(202) 293-9494

Mr Richard Keating

(Do not misplace card - start address on
A11001 + A11002 put all TV's + organization
together including people from Wine
Institute 4A's, NAA etc.

I enjoyed the opportunity to meet you on the 24th.
~~Certainly~~ There are ^{certainly} common grounds ^{for a} that reasonable
~~at least~~ solution to the issue that brought
us out on a Sunday afternoon.

As mentioned you, I will be out of the
country until 7th March, in the interim
you can contact Sue Douglas if you need
anything from my office.

Regards

Richard F. Keating

Sign + Seal

Stephen K. Lambright
Vice President and Group Executive



ANHEUSER-BUSCH COMPANIES

Executive Offices
One Busch Place
St. Louis, MO, U.S.A. 63118-1852
(314) 577-2531

Dear Mr Lambright

Meeting you on the 24th was a pleasure ^{and realizing} We both
have a common goal ^{was an added treat} ~~but~~ ~~and~~ ~~communication~~ with
~~each other~~ will facilitate ~~our~~ ~~efforts~~.

Communication are important in fact
probably mandatory; Thus, if I am in town
with your distributors and employees ~~and~~ I
will be happy to talk with ^{Mr} Sur Daoulas
or the keeper of key: 202-456-6134.

I promised you suggestions on how the
SADD contract ~~could~~ could be amended
and ~~stop~~ do away with the several
conflicts. A copy of these suggestions is
enclosed. Use them as you wish. ^{Sur}
(one) Gail did these + I sent to Buxley at Dot
you must also ask NFP if they have Suggest

When you are next in town do stop
by the office.

↳

↳

B.C. to Ken with suggestion a

Contract

B.C. to Richard with suggestion a

Contract

Sup

Note - A-B Doctor to SADD + Steve told me he would

get the contract changed ASAP!!

RUSH ASAP to him + Cliff

See what happens.

THE WHITE HOUSE

WASHINGTON

February 1, 1985

Dear Dan:

Thank you for sharing ideas with me. You know my position. Hopefully, we can come to a logical conclusion. Best regards,

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Daniel Jaffe
Senior Vice President
American Advertising Federation
1400 K Street N.W., Suite 1000
Washington, D.C. 20005



ANHEUSER-BUSCH COMPANIES

file

March 18, 1985

Dr. Carlton Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy
The White House
Washington, D.C. 20500

Dear Dr. Turner:

As we discussed this morning, Anheuser-Busch's Local Action Coordinators (LAC) will be meeting in Washington, at the Mayflower Hotel on March 25th through March 28th. We have scheduled the morning of March 26th and 27th as their classroom periods. The sessions will run from 8:30 a.m. until 12:00 noon.

As background the Local Action Coordinators Group was formed in 1978 as our grassroots network. This group is comprised of community minded and politically active Anheuser-Busch Wholesalers, as well as senior field sales personnel. We have approximately 300 members representing every state and Puerto Rico.

*5/4
26th*

If your busy schedule permits, we would be honored to have you address our group. After you have had time to check your calendar, please advise me on a time and date so we can make appropriate arrangements for your appearance.

I look forward to hearing from you. If I can be of assistance to you in the future, please do not hesitate to call.

All best wishes,

Rich Keating

Richard F. Keating
Manager National Affairs

RFK:rr
cc: S.K. Lambright
Kenneth Duberstein (Timmons & Co.)

Anheuser-Busch Companies, Inc.
1211 Connecticut Ave. NW
Suite 502
Washington, D.C. 20036
(202) 293-9494