

November 8, 2006

Federal Trade Commission

Re: Alcohol Marketing to Youth

It is of my opinion in order to more accurately assess the true extent of youth exposure to alcohol advertising, the FTC needs to require audience composition to be reported on the basis of the total audience by age categories 7-12; 13-17; 18-20 and the total audience 21 and above. The 12 to 20-year old segment of the underage demographic is by far at greatest risk for underage drinking and for exposure to alcohol advertising. Moreover, standard sources for measuring audience demographics for magazines and radio do not even include the under-12 population. As a mother, grandmother and preventionist it is vital that you take these comments seriously because we are talking about our future leaders, voters - **OUR FUTURE!**

Sincerely,

Salli Mason
Substance Abuse Prevention Specialist
The Counseling Center, Inc

November 8, 2006

Federal Trade Commission

Re: Alcohol Marketing to Youth

I am a prevention professional and parent therefore it is my request that the FTC strengthen collecting and reporting information on brand- and company-specific advertising expenditures. This data would help the FTC and the public understand which companies and brands may be engaged in marketing tactics that are likely to target our youth.

To better understand alcohol marketing to ethnic communities, such as African American, Latino, etc. The FTC then can at least report on the causal effects, in which such advertising is quite clearly distinguishable as targeted to these ethnic communities.

Sincerely,

Brenda Motley-Lopez
Substance Abuse Prevention Supervisor
The Counseling Center, Inc