



Executive Summary

In auditing 63,074 alcohol ad placements on television in the Baton Rouge television market during 2001, the Center on Alcohol Marketing and Youth finds that:

- 1) Youth¹ were more likely than adults to see 19,538 ads, or 31.0% of ads that were shown in Baton Rouge during 2001
- 2) six brands of beer exposed youth to more alcohol advertising than adults
- 3) four channels exposed youth to more alcohol advertising than adults
- 4) 903 programs delivered alcohol advertising to more youth than adults

Youth exposure to alcohol advertising in the Baton Rouge market was substantial and significant. In fact, six beer brands exposed youth to more alcohol advertising than adults in the Baton Rouge market:

- Molson Beers, 130% more
- Rolling Rock Beer, 106% more
- Samuel Adams Beer, 28% more
- Mikes Hard Lemonade Malt Beverage, 7% more
- Keystone Beer, 3% more
- Keystone Light Beer, 2% more

In addition, youth were exposed to more alcohol advertising than adults on four channels:

- Comedy Central , 100% more
- BET (), 84% more
- WB (WB), 49% more
- VH-1 (), 10% more

Finally, 903 different programs were used by alcoholic beverage advertisers to deliver more ads to youth than adults. The top programs that contained advertising that overexposed youth were:

- SATURDAY NIGHT LIVE (Comedy Central), 131% more
- MAN SHOW (Comedy Central), 90% more
- COMICVIEW (BET), 90% more
- DAILY SHOW (Comedy Central), 77% more
- TITUS (FOX), 50% more
- MAD TV/FOX (FOX), 44% more
- THAT '70S SHOW (FOX), 35% more

¹ Youth are defined as persons ages 12-20, and adults are defined as persons ages 21 and older

Advertisements that Overexpose Youth

Underage youth were more likely than adults of legal drinking age to have seen 19,538 alcohol television ads during 2001 in the Baton Rouge market. The alcohol industry placed these ads on television in 2001 at a cost of \$0.3 million, and they represented more than 25% of alcohol advertising in the Baton Rouge market.

Out of the total 63,067 national broadcast and cable advertisements that aired in the Baton Rouge television market, 19,538 ads, or 30.98%, overexposed youth. Out of the total 7 spot advertisements that aired, , or 0.%, overexposed youth.

Brands

The following alcoholic beverage brands accounted for \$0.2 million of this spending:

- Miller Lite, \$46,000
- Heineken Beer, \$46,000
- Coors Light Beer, \$25,000
- Miller Genuine Draft, \$24,000
- Corona Extra Beer, \$14,000
- Budweiser Beer, \$13,000
- Bud Light Beer, \$13,000
- Smirnoff Ice Malt Beverage, \$10,000
- Fosters Beer, \$10,000
- Coors Beer, \$7,000

Programs

The ads were broadcast on shows ranging from sports programs like *SPORTSCENTER* and *NBA ALLSTAR GAME*, to drama programs like *DARK ANGEL* and *MURDER IN SMALL TOWN X*, to variety programs like *MAD TV/FOX* and *SATURDAY NIGHT LIVE-NBC*, to situation comedies like *THAT '70S SHOW* and *TITUS*, to talk shows like *LATE NGT/CONAN OBRIEN* and *DAILY SHOW*.

Channels

The top channels that overexposed youth were:

- FOX (FOX), \$60,000
- ESPN (), \$60,000
- WVLA (NBC), \$36,000
- Comedy Central (), \$21,000
- VH-1 (), \$13,000

About this report

This report examined 63,074 ad placements for alcoholic beverages in the Baton Rouge TV market in 2001. This included 63,067 ads on national broadcast and cable networks, and 7 ads that were placed directly on TV stations in the Baton Rouge market.

Sources

Several widely respected advertising industry sources were used for this analysis:

- Competitive Media Reporting (CMR) provides date, time, source and expenditure data for each commercial occurrence;
- Nielsen Media Research provides demographic audience impressions and ratings at the quarter-hour level that are associated with each ad occurrence;
- Impact magazine provides industry-accepted classifications for all brands of alcoholic beverages.

Calculating GRPs and Impressions

Youth audience composition was calculated using a base of viewers age 12 and over as defined by Nielsen Media Research, allowing for the annual universe estimate adjustment in September 2001. Audience composition for all programs was calculated at the commercial occurrence level based on quarter-hour ratings and impressions. For National Network and Cable advertising, local market Youth and Adult audience data were estimated using the individual market demographic composition applied to national program audiences. For Local advertising, actual audience composition was reported for each commercial occurrence. Methodology was consistent across all markets.

Overexposure

Alcohol ads were considered to overexpose youth if the advertising was placed on programs where the youth audience was higher than the percentage of youth in the television viewing population. That percentage is 15% nationally and varies slightly from market to market.

Glossary

Rating

A rating is the viewing audience as a percentage of a universe estimate.

Universe Estimate

Total persons or homes in a given population, e.g. television households in the U.S. or persons ages 12-20 in a particular market.

Gross Rating Points (GRPs)

Gross Rating Points, or GRPS, are the sum of ratings of a set of programs or ad occurrences, including multiple exposures. GRPs are the most common measure of media weight. For example, 200 GRPs may represent the number of exposures required to reach 50% of a given population an average of 4 times, or 80% of the same population an average of 2.5 times.

Market Summary Local Market- New Orleans

Executive Summary

In auditing 63,811 alcohol ad placements on television in the New Orleans television market during 2001, the Center on Alcohol Marketing and Youth finds that:

- 1) Youth² were more likely than adults to see 19,657 ads, or 30.8% of ads that were shown in New Orleans during 2001
- 2) eight brands of beer exposed youth to more alcohol advertising than adults
- 3) four channels exposed youth to more alcohol advertising than adults
- 4) 915 programs delivered alcohol advertising to more youth than adults

Youth exposure to alcohol advertising in the New Orleans market was substantial and significant. In fact, eight beer brands exposed youth to more alcohol advertising than adults in the New Orleans market:

- Fetzer Wine, 538% more
 - Herradura Tequila, 174% more
 - Molson Beers, 130% more
 - Rolling Rock Beer, 106% more
 - Samuel Adams Beer, 28% more
 - Mikes Hard Lemonade Malt Beverage, 7% more
 - Keystone Beer, 3% more
 - Keystone Light Beer, 2% more
- % more

In addition, youth were exposed to more alcohol advertising than adults on four channels:

- Comedy Central , 100% more
- BET (), 84% more
- WNOL (WB), 39% more
- VH-1 (), 10% more

Finally, 915 different programs were used by alcoholic beverage advertisers to deliver more ads to youth than adults. The top programs that contained advertising that overexposed youth were:

- SATURDAY NIGHT LIVE (Comedy Central), 131% more
- MAN SHOW (Comedy Central), 90% more
- COMICVIEW (BET), 90% more
- DAILY SHOW (Comedy Central), 77% more
- TITUS (WVUE), 50% more
- MAD TV/FOX (WVUE), 40% more
- THAT '70S SHOW (WVUE), 35% more

² Youth are defined as persons ages 12-20, and adults are defined as persons ages 21 and older

Advertisements that Overexpose Youth

Underage youth were more likely than adults of legal drinking age to have seen 19,657 alcohol television ads during 2001 in the New Orleans market. The alcohol industry placed these ads on television in 2001 at a cost of \$0.6 million, and they represented more than 25% of alcohol advertising in the New Orleans market.

Out of the total 63,067 national broadcast and cable advertisements that aired in the New Orleans television market, 19,538 ads, or 30.98%, overexposed youth. Out of the total 744 spot advertisements that aired, 119, or 15.99%, overexposed youth.

Brands

The following alcoholic beverage brands accounted for \$0.5 million of this spending:

- Miller Lite, \$103,000
- Heineken Beer, \$103,000
- Coors Light Beer, \$58,000
- Miller Genuine Draft, \$54,000
- Corona Extra Beer, \$31,000
- Budweiser Beer, \$28,000
- Bud Light Beer, \$28,000
- Smirnoff Ice Malt Beverage, \$23,000
- Fosters Beer, \$23,000
- Coors Beer, \$17,000

Programs

The ads were broadcast on shows ranging from sports programs like *SPORTSCENTER* and *NBA ALLSTAR GAME*, to drama programs like *DARK ANGEL* and *MURDER IN SMALL TOWN X*, to variety programs like *MAD TV/FOX* and *SATURDAY NIGHT LIVE-NBC*, to situation comedies like *THAT '70S SHOW* and *TITUS*, to talk shows like *LATE NGT/CONAN OBRIEN* and *DAILY SHOW*.

Channels

The top channels that overexposed youth were:

- WVUE (FOX), \$139,000
- ESPN (), \$134,000
- WDSU (NBC), \$82,000
- Comedy Central (), \$46,000
- VH-1 (), \$30,000

About this report

This report examined 63,811 ad placements for alcoholic beverages in the New Orleans TV market in 2001. This included 63,067 ads on national broadcast and cable networks, and 744 ads that were placed directly on TV stations in the New Orleans market.

Sources

Several widely respected advertising industry sources were used for this analysis:

- Competitive Media Reporting (CMR) provides date, time, source and expenditure data for each commercial occurrence;
- Nielsen Media Research provides demographic audience impressions and ratings at the quarter-hour level that are associated with each ad occurrence;
- Impact magazine provides industry-accepted classifications for all brands of alcoholic beverages.

Calculating GRPs and Impressions

Youth audience composition was calculated using a base of viewers age 12 and over as defined by Nielsen Media Research, allowing for the annual universe estimate adjustment in September 2001. Audience composition for all programs was calculated at the commercial occurrence level based on quarter-hour ratings and impressions. For National Network and Cable advertising, local market Youth and Adult audience data were estimated using the individual market demographic composition applied to national program audiences. For Local advertising, actual audience composition was reported for each commercial occurrence. Methodology was consistent across all markets.

Overexposure

Alcohol ads were considered to overexpose youth if the advertising was placed on programs where the youth audience was higher than the percentage of youth in the television viewing population. That percentage is 15% nationally and varies slightly from market to market.

Glossary

Rating

A rating is the viewing audience as a percentage of a universe estimate.

Universe Estimate

Total persons or homes in a given population, e.g. television households in the U.S. or persons ages 12-20 in a particular market.

Gross Rating Points (GRPs)

Gross Rating Points, or GRPS, are the sum of ratings of a set of programs or ad occurrences, including multiple exposures. GRPs are the most common measure of media weight. For example, 200 GRPs may represent the number of exposures required to reach 50% of a given population an average of 4 times, or 80% of the same population an average of 2.5 times.

Market Summary Local Market- Shreveport

Executive Summary

In auditing 63,571 alcohol ad placements on television in the Shreveport television market during 2001, the Center on Alcohol Marketing and Youth finds that:

- 1) Youth³ were more likely than adults to see 19,608 ads, or 30.8% of ads that were shown in Shreveport during 2001
- 2) five brands of beer exposed youth to more alcohol advertising than adults
- 3) four channels exposed youth to more alcohol advertising than adults
- 4) 918 programs delivered alcohol advertising to more youth than adults

Youth exposure to alcohol advertising in the Shreveport market was substantial and significant. In fact, five beer brands exposed youth to more alcohol advertising than adults in the Shreveport market:

- Molson Beers, 130% more
- Rolling Rock Beer, 106% more
- Lone Star Beer, 66% more
- Samuel Adams Beer, 28% more
- Mikes Hard Lemonade Malt Beverage, 7% more

In addition, youth were exposed to more alcohol advertising than adults on four channels:

- Comedy Central , 100% more
- BET (), 84% more
- WB (WB), 49% more
- VH-1 (), 10% more

Finally, 918 different programs were used by alcoholic beverage advertisers to deliver more ads to youth than adults. The top programs that contained advertising that overexposed youth were:

- SATURDAY NIGHT LIVE (Comedy Central), 131% more
- MAN SHOW (Comedy Central), 90% more
- COMICVIEW (BET), 90% more
- DAILY SHOW (Comedy Central), 77% more
- TITUS (KMSS), 50% more
- MAD TV/FOX (KMSS), 44% more
- THAT '70S SHOW (KMSS), 33% more

³ Youth are defined as persons ages 12-20, and adults are defined as persons ages 21 and older

Advertisements that Overexpose Youth

Underage youth were more likely than adults of legal drinking age to have seen 19,608 alcohol television ads during 2001 in the Shreveport market. The alcohol industry placed these ads on television in 2001 at a cost of \$0.3 million, and they represented more than 25% of alcohol advertising in the Shreveport market.

Out of the total 63,067 national broadcast and cable advertisements that aired in the Shreveport television market, 19,538 ads, or 30.98%, overexposed youth. Out of the total 504 spot advertisements that aired, 70, or 13.89%, overexposed youth.

Brands

The following alcoholic beverage brands accounted for \$0.3 million of this spending:

- Miller Lite, \$63,000
- Heineken Beer, \$63,000
- Coors Light Beer, \$33,000
- Miller Genuine Draft, \$31,000
- Corona Extra Beer, \$17,000
- Bud Light Beer, \$17,000
- Budweiser Beer, \$16,000
- Smirnoff Ice Malt Beverage, \$13,000
- Fosters Beer, \$13,000
- Coors Beer, \$9,000

Programs

The ads were broadcast on shows ranging from sports programs like *SPORTSCENTER* and *NBA ALLSTAR GAME*, to drama programs like *DARK ANGEL* and *MURDER IN SMALL TOWN X*, to variety programs like *MAD TV/FOX* and *SATURDAY NIGHT LIVE-NBC*, to situation comedies like *THAT '70S SHOW* and *TITUS*, to talk shows like *LATE NGT/CONAN OBRIEN* and *DAILY SHOW*.

Channels

The top channels that overexposed youth were:

- KMSS (FOX), \$84,000
- ESPN (), \$76,000
- KTAL (NBC), \$47,000
- Comedy Central (), \$26,000
- VH-1 (), \$17,000

About this report

This report examined 63,571 ad placements for alcoholic beverages in the Shreveport TV market in 2001. This included 63,067 ads on national broadcast and cable networks, and 504 ads that were placed directly on TV stations in the Shreveport market.

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