

**American Medical Association
Center for Science in the Public Interest
Community Anti-Drug Coalitions of America
The Marin Institute
National Latino Council on Alcohol and Tobacco Prevention**

November 22, 2005

Deborah Platt Majoras
Chairman
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, D.C. 20580

Re: Proposed FTC/Alcoholic-Beverage Industry Collaboration

Dear Chairman Majoras:

We are writing to follow up CSPI's letter of October 21 and our November 15, 2005 meeting with Mary Engle and Janet Evans of your staff in the Federal Trade Commission's (FTC's) Division of Advertising Practices. That meeting concerned the FTC's proposed collaboration with the alcoholic-beverage industry on a "consumer education" initiative regarding underage drinking prevention. For numerous reasons, we believe it is inappropriate and unwise for the FTC to partner with an industry that routinely markets its products (whether intentionally or otherwise) to millions of underage consumers in America.

Unfortunately, the meeting failed to resolve our many serious concerns. We therefore respectfully request the opportunity to discuss them directly with you.

We applaud the FTC's interest in the underage drinking prevention issue -- and in particular the FTC's participation in the Inter-Agency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD). However, we strongly believe that the proposed underage drinking prevention initiative raises serious conflict of interest issues (for the FTC and its collaborators), fails to coordinate with government-wide efforts to combat underage drinking, and diverts FTC attention from its principle role of policing alcohol advertising. In fact, we question whether the FTC should be planning a consumer education campaign on the minimum legal drinking age, since this is not an advertising issue but is one of state and local liquor law enforcement.

USA Today recently featured several articles about alcohol marketing and alcohol problems on America's college campuses. We believe that the FTC's limited resources would be more properly directed to addressing that crisis, rather than used to further the interests of alcohol marketers that pretend to combat underage and binge drinking in America while aggressively promoting those products to millions of susceptible young persons.

Thank you for your consideration. We look forward to hearing from you. Please direct your response to: George Hacker, Director, CSPI Alcohol Policies Project, 1875 Connecticut Avenue, NW, Suite 300, Washington, D.C. 20009.

Sincerely,

A handwritten signature in black ink, appearing to read "George Hacker". The signature is written in a cursive, flowing style.

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cc: Mary K. Engle, Bureau of Consumer Protection, Division of Advertising Practices
Janet Evans, Bureau of Consumer Protection, Division of Advertising Practices