



Community Anti-Drug Coalitions of America

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March 25, 2002

Mr. Bob Okun
Vice President
NBC
1299 Pennsylvania Avenue NW
11th Floor West
Washington, D.C. 20004

Dear Mr. Okun:

On behalf of Community Anti-Drug Coalitions of America (CADCA) and our more than 5,000 coalition members, I wish to express our extreme gratitude to NBC regarding its recent decision to return to the voluntary ban on hard liquor advertisements on television. As I expressed in our meeting on March 7th, we do not believe that hard liquor ads should be shown on television where millions of susceptible teenagers are apt to see them and be negatively influenced by them. Marketing and advertising are powerful media tools that should be used to influence youth and to encourage them to partake in positive and healthy behaviors. Showing hard liquor ads on television does not use these tools in the most socially responsible way.

We sincerely applaud your return to the voluntary ban and look forward to working with you in the future regarding other substance abuse prevention issues.

Sincerely,

Arthur T. Dean
Major General, U.S. Army, Retired
Chairman and CEO