

ALCOHOL ADVERTISING

FICTION VS. FACT

In today's society, media has become a powerful influence on our lives. As children enter adolescence, print and electronic media help them define who they are and what they want to become. By the time children reach middle school, they have spent tens of thousands of hours watching television, movies and videos; listening to the radio, CDs and cassettes; reading magazines, newspapers, and books; playing video and computer games and surfing the Internet.

Advertisers of alcohol use the power and influence of media to convey a positive message for their products. Alcohol advertisements glamorize drinking and play directly into the needs of teen-agers by promising fun, popularity, relaxation and escape. It is important that parents help their children understand what advertising tells us and more importantly -- what it doesn't. It's up to parents to help children distinguish between fact and fiction.



Parent Resources and Information on Drug Education

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