

June 10, 1997

DOCKET FILE COPY ORIGINAL

Commissioner Rachelle Chong
Federal Communications Commission
1919M Street NW
Washington, D.C. 20554

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

JUN 20 1997

RECEIVED

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

R.W. Dailey

RECEIVED

JUN 20 1997

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

June 10, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919M Street NW
Washington, D.C. 20554

BOOKLET FILE COPY ORIGINAL

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Sincerely,

Lynetta Hale

June 10, 1997

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Federal Communications Commission
1919M Street NW
Washington, D.C. 20554

DECKET FILE COPY ORIGINAL

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Sincerely,

Christine Brown

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Sincerely,

Barbara M. Stamps, CADC

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Sincerely,

Mae E. Murphy CASAC

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Sincerely,


DARIN SCHARER

June 10, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919M Street NW
Washington, D.C. 20554

BUCKET FILE COPY ORIGINAL

FEDERAL COMMUNICATIONS
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Sincerely, *Ernesto Baroja*

June 10, 1997

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Sincerely,

A handwritten signature in cursive script, appearing to read "Bob C. Anderson MO".

DOCKET FILE COPY ORIGINAL

June 13, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street Northwest
Washington , D.C. 20554

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

JUN 20 '97

RECEIVED

Dear Commissioner Rachelle Chong:

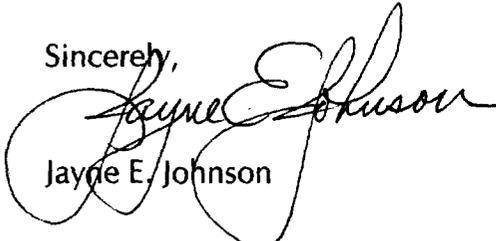
For the past 21 years I have worked in the court system in Florida processing Involuntary Petitions for Treatment of Substance Abuse. The number of cases filed on persons under the age of eighteen has steadily increased over the past seven years. I believe that this increase is due in no small part to glamorizing the use of alcohol in TV and radio commercials.

As I understand it, your responsibility is to license the use of the public airwaves. I am very concerned that the public interest is not being safeguarded by commercials that appear to pander to the very lucrative youth market in this country.

I am therefore writing to request that you support the petition filed by the National Council on Alcoholism and Drug Dependence requiring broadcasters to run counter ads. My own preference would be that all TV and radio commercials for alcoholic beverages be eliminated but at least this petition would allow equal time for those agencies who deal with the devastating effects of substance abuse on families in this country.

Thank you for your consideration in this very serious matter.

Sincerely,


Jayde E. Johnson

DUCKET FILE COPY ORIGINAL

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

JUN 20 '97

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June 11, 1997

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Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Sincerely,

Carol Inglesin
Harleyville
NY 12747

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JUN 20 1997

Federal Communications Commission
Office of Secretary

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Sincerely,

 LPN

June 17, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington D.C. 20554

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JUN 20 1997

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Thank you for your time and consideration!

Sincerely,



William Bailey, Prevention Specialist
Berrien County Health Department's
Alcohol/Drug Abuse Program

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Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Thank you for your time and consideration.

Sincerely, *Madell. Cunniff*
818 Old Lily Pond Rd
PARKVILLE, NY. 12768



ALCOHOLISM COUNCIL OF NEW YORK

Your Life Matters

352 Park Avenue South
New York, NY 10010
(P)212-252-7001
(F)212-252-7021

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1915-1984
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1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate
of the National
Council on
Alcoholism
and Drug
Dependence



87-6110

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

JUN 20 1997

RECEIVED

June 6, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Emilie de Rohan-Chandor

Emilie de Rohan-Chandor

RECEIVED
JUN 23 2 02 PM '97
MMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

97660409

June 11, 1997

Commissioner Rachelle Chong
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1919 M St. NW
Washington, DC 20554

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FEDERAL COMMUNICATIONS
COMMISSION
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Dear Commissioner Chong,

For the past twenty five years I have worked in the area of alcohol and drug rehabilitation. It is clear to me that the public airwaves are a powerful tool that is used by the alcohol industry to influence the buying habits of our population. Particularly susceptible are our nations youth.

I urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

It is the responsibility of the Commission to see that the airwaves are used in such a way that they will serve the public interest. An examination of the issue of alcohol advertising and youth, particularly children, should be done. The findings of the Commission would assist public policy makers.

I believe that one of the ways to counter the tremendous power of these ads on our children and youth is to require broadcasters to offer time for counter ads. I hope that you will support the petition to this effect offered to you by the National Council on Alcoholism and Drug Dependence.

Thank you for giving this careful consideration.

Sincerely,



Obed Nelson, MTh, LMFT, Chairperson
Alaska Coalition on Public Safety
3030 Pleasant Drive
Anchorage, Alaska 99502

RECEIVED
JUN 23 2 02 PM '97
MMB ENFORCEMENT
COMPLAINT
INVESTIGATION

The National Council on Alcoholism
and Drug Dependence-Michiana

971-6024



The Alcoholism Council, Inc.
818 E. Jefferson Blvd.
South Bend, Indiana 46617
Telephone (219) 234-6024

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Federal Communications Commission
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The National Council on Alcoholism and Drug Dependence, of which our agency is an affiliate, has petitioned the FEE to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Julie Sellers, Director
Perinatal Exposure Prevention Project

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COMMISSION
INVESTIGATIVE



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The New York Affiliate
of the National
Council on
Alcoholism
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Dependence



97-100000

June 6, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

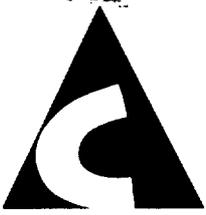
Thank you for your time and consideration.

Sincerely,

Lynne Connelly

Lynne Connelly

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ALCOHOLISM COUNCIL OF NEW YORK

Your Life Matters

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Thank you for your time and consideration.

Sincerely,


Leroy Bates
Counselor

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