

SEX, LIES & PROFITS



The National Road Safety Foundation, Inc.

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SYNOPSIS

“Sex, Lies and Profits” is an informational video that deals with the glorification of alcohol and societal attitudes that are developed through marketing campaigns and slogans.

The **National Road Safety Foundation** advocates a no-use message pertaining to alcohol for people under the legal drinking age. We are aware that many educators encounter underage drinking and wish to provide preventive information which could be instrumental in saving the lives of their students who drink or experiment with alcohol.

Alcohol advertising can be a controversial issue. This guide contains discussion points pertaining to the marketing techniques of the alcohol industry, aimed at new, young consumers, and tips on how to “critically view” commercials. **We recommend that teachers check with their superiors to make sure discussion topics meet the guidelines which the school and community wish to project.**



PURPOSE OF THE GUIDE

The purpose of the guide is to introduce young people to marketing techniques, so they may develop critical viewing of alcohol advertisements.

To allow students to formulate their own attitudes towards drinking without the influence of glamorous activities and people promoting an alcoholic beverage.

To acknowledge the lack of information given to the general public in alcohol advertisements.

To encourage responsible behavior among young people regarding drinking and driving.

OVERALL GOAL

To encourage young people to be aware that they are part of a marketing package that delivers them to the distributor’s door.



Discuss what this ad is selling

WHAT IS “CRITICAL VIEWING?”

When we talk about “critical viewing,” we’re not talking about “criticizing” a program. Viewing “critically” means that you and your family are making yourselves aware of the program or commercial and all of its elements — content and plot, message, gender and ethnic portrayals, background music, camera angles, lighting and so on. Critical viewing allows you and your children to gain a little emotional and mental distance from the program and have more control over its impact on you.

Tips and Skills for Critical Viewing

1. A critical viewer can identify how conflict is resolved on the programs he/she watches, and decide to agree with the solution or to find a better way to resolve the conflict.
2. A critical viewer can identify what else is being “sold” besides the product in TV commercials.
3. A critical viewer pays attention to characteristics of the TV personalities with whom he/she identifies.
4. A critical viewer questions the reliability/bias of information sources on TV (such as news or documentaries).
5. A critical viewer does not believe everything he/she hears and sees on television, nor does he/she necessarily accept the TV as representing “real life.”

ADVERTISING AND COMMERCIAL EXERCISE PREPARATION AND DISCUSSION TOPICS

Discuss the current TV Radio advertisements and the reasons they exist.

- a. Marketing techniques, image development and the bottom line (money/profit)
- b. Discuss susceptibility. Do we buy into it?

Make a list of various advertisements, slogans and themes. Discuss points of how to recognize its power of persuasion. Encourage them on how they may see advertisers influence over the products they buy and use.

Are people under 21 being influenced by advertisements for products that are illegal to their age group?

What images are being presented to consumers to purchase products?

Do certain images impress different age groups? What kinds of images would attract kids? Teenagers? Young adults? Adults? Mature adults?

Can you pick out who advertisers are trying to reach?

Do you feel advertisers for alcoholic beverages are targeting an underage audience?



COMMERCIAL EXERCISE

“YOUR HOMEWORK TONIGHT IS TO WATCH TV”

Your homework tonight is to watch TV. Try to suspend some beliefs and attitudes you may not even know you have. In many fundamental ways, the way you think of yourself, the ways you choose to formulate and express your identity have been bought and paid for by conglomerate interest who seek to profit by your choices.

These interests feed you with impressions scientifically calculated to climb into your head, become a part of your belief system and establish their products as the answer to your major life questions: SEX, HAPPINESS, FRIENDSHIP, SUCCESS and ATTRACTIVENESS.

Ad agencies, TV, Radio, promotional sales forces for entertainment and sports interest, corporate publicity and marketing teams all slice and dice you into demographic profiles on their way to your disposable income.



They measure: how you spend your time, what you earn, how you spend it, where you go, what you do and what you want.

They pay a lot of money for their access to you. What measures are you willing to take to recognize these tactics?

You should be asking yourselves...

1. “Who is selling me, or delivering me to these people?”
2. “Why?”
3. “How do I deliver myself to these people?”

Watch TV and write down the commercials that are on during your favorite TV shows. Fill in the TV view log first and then pick 4 commercials to answer the questions in the boxes. Only 2 boxes are provided, please use a separate sheet for additional commercials.

You never thought you would hear...

“YOUR HOMEWORK TONIGHT IS TO WATCH TV”

Date: _____ Time: _____ # of hours watched _____

Program/Shows: _____

List of commercials:

Break #1	Break #2	Break #3
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.

Commercial #1 Product: _____

Image being presented: _____

Appeal: _____

What do they want you to do: _____

What information has been left out which might affect your decision?

Commercial #2 Product _____

Image being presented: _____

Appeal: _____

What do they want you to do: _____

What information has been left out which might affect your decision?

DISCUSSION POINTS

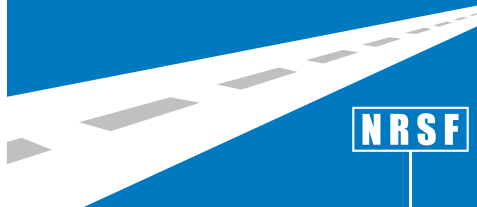
The alcohol industry is the primary educator of the public about alcohol. It is not in their economic interest to allow the public liberal access to information concerning the negative consequences of alcohol consumption.

Negative consequences of alcohol consumption include: symptoms of addiction, car crashes and adverse health effects. Furthermore, these unfavorable results of drinking are harder to see in real life than the fun in the catchy 30-second commercial bytes.

We are so used to receiving these messages from the alcohol industry, day after day, hour after hour, that we are unaware of their cumulative effect.



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