

THE CALIFORNIA STATE UNIVERSITY  
OFFICE OF THE CHANCELLOR

BAKERFIELD

December 23, 2005

CHANNEL ISLANDS

**MEMORANDUM**

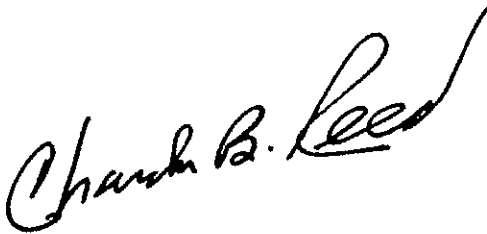
CHICO

DOMINGUEZ HILLS

**TO:** CSU Presidents

EAST BAY

**FROM:** Charles B. Reed  
Chancellor



FRESNO

**SUBJECT:** Alcohol Sales and Advertising Policy - Executive Order No. 966

FULLERTON

Attached is a copy of Executive Order No. 966, Alcohol Sales and Advertising, which prohibits the sale of alcoholic beverages at any athletic event held in university owned or operated facilities and which limits alcohol advertising to beer and wine on California State University campuses in compliance with policy guidelines consistent with the "Guidelines for Beverage Alcohol Marketing" distributed by the National Inter-Association Task Force on Alcohol Issues, a higher education coalition dedicated to the responsible use and advertising of beverage alcohol.

HUMBOLDT

LONG BEACH

LOS ANGELES

MARITIME ACADEMY

MONTEREY BAY

In accordance with policy of the California State University, the campus president has the responsibility for implementing executive orders where applicable and for maintaining the campus repository and index for all executive orders.

NORTHRIDGE

POMONA

Questions regarding this executive order may be addressed to Mr. Allison G. Jones, Assistant Vice Chancellor, Academic Affairs, Student Academic Support, at (562) 951-4744 or [ajones@calstate.edu](mailto:ajones@calstate.edu).

SACRAMENTO

SAN BERNARDINO

CBR:lem

SAN DIEGO

SAN FRANCISCO

Attachment

SAN JOSE

**Distribution:** CSU Provosts/Vice Presidents for Academic Affairs  
CSU Vice Presidents for Administration  
CSU Vice Presidents for Student Affairs  
Executive Staff, CSU Office of the Chancellor

SANTIAGO OBISPO

SAN MARCOS

SONOMA

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**THE CALIFORNIA STATE UNIVERSITY**  
**Office of the Chancellor**  
**401 Golden Shore**  
**Long Beach, California 90802-4210**  
**(562) 951-4744**

**Executive Order:** 966  
**Effective Date:** December 23, 2005  
**Supersedes:** No Prior Executive Order  
**Title:** Alcoholic Beverage Sales and Advertising Policy

In accord with the Board of Trustees approval of the CSU Alcohol Policy and Prevention Program in 2001 (REF 07-01-03), the CSU is constantly striving to enhance its alcohol education programs, reduce alcohol abuse, and strengthen its policy efforts to promote the legal and responsible use of alcohol. It is recognized that the majority of the students within the CSU, as well as faculty and staff, are of legal drinking age and use alcohol responsibly. For that reason, it consistent with our systemwide policy to allow for the sale and advertising of alcoholic beverages on the campus as long as it is done legally and within guidelines that promote responsible use.

However, there has been a recent national trend to address the illegal use and abuse of alcohol at intercollegiate athletic events that has led to incidents of poor sportsmanship, disorderly conduct, and a negative game atmosphere for fans. For that reason, the CSU believes that service of alcoholic beverages at athletic events in university owned or operated facilities is contrary to its systemwide policy and to its purpose of promoting a safe and healthy learning environment for all members of the university community. In keeping with that purpose, the CSU believes that campuses should not engage in any sale of alcoholic beverages in conjunction with athletic events conducted in university owned or operated facilities.

**Sales Of Alcoholic Beverages**

All sales of alcoholic beverages will be prohibited in conjunction with any athletic events held in university owned or operated facilities. It is recognized that several CSU campuses currently have contractual agreements that include the sale of alcoholic beverages. Existing contracts that provide for the sale of alcoholic beverages at university owned or operated facilities may not be renewed.

Until such time that existing contracts that provide for the sale of alcoholic beverages at university owned or operated facilities expire, any sale of alcoholic beverages at intercollegiate athletic events held within university owned or operated facilities must comply with the following guidelines:

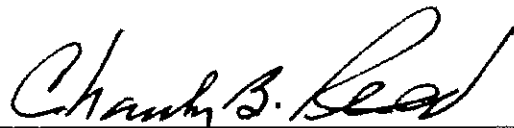
1. Sale of alcoholic beverages must be conducted in accord with all local and state laws under the auspices of Alcohol Beverage Control (ABC).
2. Policies must be established on each campus that ensure appropriate training for servers of alcoholic beverages, place limitations on the number of alcohol beverages that can be purchased at the point of sale, and adopt cessation of sales prior to the end of the event (i.e., at the end of half-time at football and basketball games, etc.).
3. Promotion of alcoholic beverages should not encourage any form of alcohol abuse nor place emphasis on quantity and frequency of use.

### **Alcohol Advertising**

In addition, the advertising of alcoholic beverages on the campus, including athletic events in university owned or operated facilities is permissible, but alcohol advertising should not encourage any form of alcohol abuse nor place emphasis on quantity and frequency of use. For the purposes of this policy, alcoholic beverages refer to beer and wine. Any such advertising must comply with the following policy guidelines that are consistent with the “Guidelines for Beverage Alcohol Marketing” distributed by the National Inter-Association Task Force on Alcohol Issues, a higher education coalition dedicated to the responsible use and advertising of alcoholic beverages:

1. Any promotional displays or messages shall incorporate clear language and encourage only responsible and legal use of alcoholic beverages. Such messages shall be at least as prominent as any other message content such as product slogans or listed attributes of a particular product.
2. Advertising from local retailers or distributors that promote “drink specials” (i.e., 2 for 1 drinks, half-price happy hour drinks, etc.) should not be accepted or posted.
3. Beverage alcohol advertising on campus or in institutional media should not portray drinking as a solution to personal or academic problems, or as necessary to personal, social, sexual, or academic success.
4. Beverage alcohol marketers/distributors must support campus alcohol awareness programs that encourage and inform students about the responsible use or non-use of beer, wine, or distilled spirits.
5. Alcohol beverage promotions permitted by the university may not incorporate students or employees (including coaches, faculty, etc.) as active participants in a promotional message.
6. In all promotions, alcohol beverage trademarks or logos must be clearly subordinate to the sponsored event itself.
7. Promotional activities should not be associated with existing campus events or programs without the prior knowledge or consent of the president.

8. The name of an alcoholic beverage product may not be connected to the name of a university event or a facility (i.e., XYZ wine golf tournament, etc.).
9. The university's name or department or any related nickname may not be utilized in a way that implies a product endorsement by the university (i.e., XYZ Beer – beverage of choice for CSU, \_\_\_\_\_ fans).
10. Alcoholic beverages should not be provided as free awards to individual students, campus organizations or other members of the academic community.
11. University departments and organizations may not distribute clothing, posters, or other promotional items that utilize the university symbol in combination with an alcoholic beverage trademark or logo.
12. Any alcohol promotional material connected with any university athletic event (i.e., media guide game programs) must receive prior written approval by the athletic director and the president.
13. Promotional materials associated with any other university program (other than athletics) must be approved by the vice president for student affairs.
14. This policy does not restrict the amount or content of alcohol advertising, purchased independently through commercial radio or TV companies, during broadcasts of athletic events. However, broadcasters under contract with a CSU institution should strongly be urged to follow the above provisions when accepting commercials that promote alcoholic beverages.
15. Student newspaper publications should also be encouraged to follow the above provisions for any advertising messages for alcoholic beverage companies/distributors.



Charles B. Reed, Chancellor

Dated: December 23, 2005