

**MEDIA EDUCATION**  
FOUNDATION   
TRANSCRIPT **Challenging media**

**SPIN THE BOTTLE**

---

SEX, LIES & ALCOHOL

# **SPIN THE BOTTLE**

*Sex, Lies & Alcohol*

*Producer & Editor:* **Ronit Ridberg**

*Executive Producers:* **Loretta Alper & Sut Jhally**

*Featuring interviews with:*

**Ojae Beale** Program Director of Rape Crisis Services, University of Massachusetts, Amherst

**Alan Calhoun** Director of Medical Care University of Massachusetts, Amherst

**Jackson Katz** Creator, Tough Guise

**Jean Kilbourne** Creator, *Killing Us Softly* Series

**Sally Linowski** Associate Director of Health Education, University of Massachusetts, Amherst

Media Education Foundation © MEF 2004

## INTRODUCTION

**[Text on Screen]** *In the spring and fall of 2003, students from four colleges were asked to discuss the drinking culture on their campuses and to reflect on their own experiences with alcohol.*

**[Student]** *Why do I drink? Why don't I drink is the question.*

**[Student]** *I pound about twelve to fifteen beers.*

**[Student]** *Half a flask of whiskey, right?*

**[Student]** *College is sort of advertised as the place that you go, to drink.*

**[Movie: American Pie 2]** *How about some more of the Stiffmeister's collegiate concoction?*

**[Student]** *I had like, seven Jello shots and a strawberry daiquiri.*

**[Student]** *Wednesday, Thursday, Friday, Saturday, Sunday – people drink.*

**[Movie: 10 Things I Hate About You]** *I'm getting trashed man, isn't that what you're supposed to do at a party?*

**[Student]** *When you drink, you are drinking to get drunk.*

**[Student]** *What else can you do for eight hours straight where you can forget about everything else?*

**[Movie: Can't Hardly Wait]** *Is this the beer?*

**[Student]** *It helps you loosen up and talk to people and get to know people.*

**[Student]** *Everyone is sloppy. I don't want to be there unless I'm sloppy too.*

**[TV: Drew Carey Show]** *I just realized something. We're sober, but all the women in here are drunk.*

**[Student]** *I don't have Friday classes because I know I'm going to drink on Thursday.*

**[Student]** *Guys like girls who drink beer.*

**JEAN KILBOURNE:** *Where do students get the idea that alcohol is a necessary part of the college experience?*

**[Student]** *Guys drink beer, its like this is what you drink.*

**[Student]** *The puking, the sickness, the dying.*

**[Student]** *This is the vodka and, just straight cool-aid sugar, mixed together.*

**[Student]** *The number one date rape drug is probably alcohol.*

**[Student]** *It is a problem on the college campus.*

**[Student]** *I think a lot of people are tired of it by this time, they just don't know what else to do.*

**[Movie: The Real Cancun]** *Alan! Alan! Alan!*

**JACKSON KATZ:** It's not necessarily the alcohol itself that we need to look at, but rather the cultural meanings that we ascribe to it.

**[Student]** *Its like, oh yeah, drink Bud Light, you'll have a good time, and then you see what happens in real life when you're at a party with all this alcohol, and its just messy.*

## GET THIS PARTY STARTED – GLAMORIZING ALCOHOL

**JACKSON KATZ:** I think the biggest problem with alcohol is not it's inherent evil or something, but rather how the excessive use of it is glamorized and romanticized and not taken as seriously as it needs to be. In the popular culture, in Hollywood films...

*[Movie: 10 Things I Hate About You] I can't feel my legs. I have no legs.*

**JACKSON KATZ:** In advertising...

*[TV ad: Coors] Let's get a party going.*

**JACKSON KATZ:** on TV...

*[TV: Will and Grace]*

*I think I'm going to have a drink, who's with me?*

*Martini honey. And don't waste any space with those olives.*

**JACKSON KATZ:** in popular music...

*[MTV] Pass the Courvoisier.*

**JACKSON KATZ:** What's shown most of the time is the glamorous side and the romanticized side of alcohol.

**JEAN KILBOURNE:** Most of us know that there's a negative side to alcohol. But at the same time, there's this whole world of billboards and TV commercials and films, in which everyone is so happy and having such a good time and there are no negative consequences, so it's very difficult to really take it seriously, that this is in fact a drug that has often really dreadful consequences.

**JACKSON KATZ:** Thinking of alcohol as a drug, can you imagine if cocaine and methamphetamine and crack and heroine were promoted and marketed in anything like the way alcohol is promoted and marketed? People would be outraged, because we know the negative consequences of those drugs. Yet alcohol, if you look around is being constantly promoted and marketed and romanticized.

*[Movie: Road Trip] Think about it Josh, we're in college. The window of opportunity to drink and do drugs and take advantage of young girls is getting smaller by the day.*

**JEAN KILBOURNE:** So many movies these days targeting teens, feature college students and even high school students drinking heavily, having keg parties, and all kinds of alcohol-related activities. These films tend to be very much the same – they have key scenes, the rite of passage, the wild party, so they turn out to be almost a kind of blueprint on how to behave, a sort of guide, for young people.

**[Movie: The Real Cancun]** *Let's get this party started!*

**JEAN KILBOURNE:** Even in the Real Cancun, which was hyped as this great reality movie; there were seven days of continuous heavy drinking and not a single negative consequence. No one gets sick, no one has a hangover, no one even has a headache.

**[Movie: The Real Cancun]**

*I'm not drunk.*

*You're not drunk? You can't open your fucking eyes.*

**JACKSON KATZ:** Spring break has been around as a sort of ritual for college students for a long time but its taken on a new meaning since MTV has featured it. And so you have people, young men and women from all over the country going down to southern states in the winter time and acting a fantasy that's been created for them by watching

**[TV: MTV]** *So when you're watching MTV, you're like, my God, MTV is all over the place; they're all over the globe at Spring Break.*

**JACKSON KATZ:** So now its like when a student goes to Spring Break they're not just having some authentic experience, they are actually in some ways recreating what they've already seen in the media as what they are supposed to do on Spring Break.

**JEAN KILBOURNE:** We're not surprised when college students drink heavily. Many administrators, parents, think –oh well, it's the way it is, and they'll eventually grow out of it, but the truth is at least 1 in 3 students already has an alcohol dependency problem, and all students suffer from the high risk drinking of those around them. The majority of college students are not high-risk drinkers. But that doesn't mean they don't suffer the negative consequences.

**[Student]** *That affects everyone on the weekends. I'm trying to have fun, have a good time, and I go out in the hallway and there's puke everywhere. Or I go to the bathroom and there's two chicks passed out and it's a men's bathroom, c'mon.*

**[Student]** *How many times I'd walk into the bathroom and girls would be on the floor, I mean, wearing half their clothes, and lying next to the toilet...and locked in the stalls.*

**[Student]** *People are getting date raped, people are binge drinking, people are jumping off balconies on spring break.*

**[Student]** *Going to the bathroom in the laundry room, in the dryer, the sink, the elevator.*

**[Student]** *And they wouldn't go to class the next day, they weren't able to function. They'd throw furniture off the balconies.*

**[Student]** *The girl who was sleeping woke up to her roommate, peeing on the floor,*

*squatting, half naked.*

**JACKSON KATZ:** Any college student knows the non-glamorous side of drinking that you never see in beer commercials or in pop culture representations which is the Saturday morning mess after the Friday night parties, that only the janitors see. Or if you talk to people in the health services, the kind of violence that they see, and the kind of pain and suffering that they see.

**ALAN CALHOUN:** Its quite an experience for someone to go into the hospital on a Friday night or a Thursday night or a Saturday night and see the number of college students that clog up that emergency room with alcohol related issues, whether its just intoxication or trauma of some kind, broken bone, busted nose, what have you. We've had to put individuals on respirators because they've stopped breathing, individuals who are so intoxicated they clearly would have died if they had not been brought to the hospital.

*[NBC News] On Bradley McCue's twenty-first birthday classmates at Michigan State urged him to down twenty-one shots. After twenty-four shots he passed out, the next morning he was found dead.*

**ALAN CALHOUN:** Many individuals think fairly light heartedly of their own youth, their own college experience, which is everyone's supposed to drink, and that's a time in life when you learn how to do that. It's very hard for people to take that seriously until you see what alcohol can do, when you see somebody die, it's pretty hard.

**JACKSON KATZ:** There's a very non-glamorous side to alcohol that needs to be acknowledged if we're going to be honest and fair about examining this issue.

**SALLY LINOWSKI:** In terms of personal effects, there's a whole range of consequences that students will experience with regard to drinking and its very much dependent on how much they drink and how often they drink. Things like insomnia, if they get a cold they'll stay sick longer, they may experience things like bronchitis, mono, things they get from sharing funnels and doing keg stands and all that kind of communicable disease stuff. Some of the academic problems – they may miss class because they're hung over or they're drunk. They may not be able to study because they're tired; they may have a hard time studying because people around them are being noisy. And then there's always the feeling that if you're not going out and drinking, you're missing out on something. And you don't want to be a nerd and stay in on Friday night, when really you know that's probably the best thing for you to do.

**JACKSON KATZ:** And a lot of people who are drinking in college and think that they're, that its just casual social drinking, they're developing habits that in some sad number of cases, become life-long alcohol dependency and eventually alcoholism for a lot of people.

*[Student] I can look at people at keg parties and see them forty years from now, still*

*drinking and thinking the same way.*

**[Student]** *I'd say now that I am addicted to alcohol, I drink all the time.*

**[Student]** *I was like, Mom, I'm a college kid that's what I do. And she said, "Justin, what's going to happen when you leave college? You think you can just snap out of it? That's how alcoholism starts." And I was like, all right Mom, just leave me alone. And I sat in my bed and I thought, she's kinda right.*

**SALLY LINOWSKI:** The research is very clear, the earlier you start drinking, the more likely you are to become dependent. If you start drinking before the age of 15, you're 4 times more likely to develop an alcohol-related problem. So we see that kids are drinking younger and younger, we're going to see on the other side more alcohol-related problems.

**JACKSON KATZ:** So the same guy, who in other words in the life of the party in college, partying, and guys bragging about how much he can drink, and telling drinking stories the next day and everything else, maybe its funny to some extent in college, but ten years later in many cases, these guys aren't very funny.



## UNDER THE INFLUENCE – MEN AND ALCOHOL

**[Student]** *When you're a guy people just do expect you to drink a certain amount. And the more you drink that means the more of a man you are for some reason.*

**[Student]** *And then there's always like the pace keepers who make sure everyone's drinking a certain amount within a certain time.*

**[Student]** *A case, per person I would say.*

**[Student]** *"Finish that, right now." It's pretty ridiculous.*

**[Student]** *It's the pressure of just being everything – I guess being a man, just being tough. You know, trying to act like you're hard and doing what you gotta do.*

**JACKSON KATZ:** Some of the messages that men get about what it means to be a man are linked to men's excessive use of alcohol.

**[TV: The Man Show]** *The only drinking game I liked in college was called a hundred shots. You have 100 minutes to drink 100 shots of beer, and you get drunk.*

**JACKSON KATZ:** If you are kind of quantifying manhood, like 'how much of a man are you?' One of the ways of doing that is 'how much can you drink? In male culture there are all kinds of messages that guys are getting about you know 'a real man can hold his liquor,' a real man can drink 20 beers.

**[TV: World Wrestling Entertainment]** *4 beers, 5 beers, 6 beers, 7 beers, 8 beers, 9 beers, and a Bloody Mary!*

**JACKSON KATZ:** And there, you know, kind of drinking stories that help to further this. Guys talking about how much they drank; how much they could drink.

**[Student]** *I've had roommates who have been like, who the next morning would be like, 'I drank so much' like 'I drank and thirty pack.' 'How much did you drink?'*

**[Student]** *Well, back in the day I would say a case of beer to a thirty pack. But now I'm an old man, I'm like almost twenty-four; I'd say maybe a twelve pack.*

**[Student]** *You could not drink a thirty pack!*

**[Student]** *I could drink a thirty pack in one night back in my day.*

**[Student]** *It's more a bragging kind-of deal, the next morning. That's what gets men to drink more, if you brag about it. Which is stupid. I don't know why we do it.*

**JACKSON KATZ:** And there's pressure on young men to drink way more than they can

physiologically can handle. Just to prove some how' to their friends or to others that they are, you know, man enough.

**[Student]** *If you're the first one out, you're considered like the girl, the wuss of the crew. And you don't want to be that. So you try to increase your tolerance by drinking more.*

**JACKSON KATZ:** Not only is the quantity of how much you can drink a measure of how much of a man you are in the sort of male culture, but the kind of drink is actually important.

**[Student]** *You don't look in like, Maxim, and see like, two tough guys drinking Skyy Blue, yeah.*

**[Student]** *And just to see my friend, he always gets teased about it, walking around with his Blue Hawaiins, with the little umbrella stuck in the top Its like, what are you doing? Get away!*

**JACKSON KATZ:** The thing to keep in mind here is that all of this is constructed. In other words, the manliness of a given product or different kind of beer or wine or alcohol, is completely constructed. Its not inherent in the product, its in the meaning we ascribe to it. The link between masculinity and drinking is so powerful in fact that when a man turns down a drink, that his masculinity his manhood is actually often questioned.

**[Movie: The Real Cancun]**

*It's like a manly thing, you just take a shot.*

*I don't know, It's just I've gone so long without doing it.*

*I feel like I don't have to drink.*

*Like ever? Wow.*

**JACKSON KATZ:** You see this link between masculinity and drinking played out in really extreme ways: in hazing rituals, in the military, in the sports culture, on sports teams, in fraternities, in other places where you have incredible pressures on young men who want to join the club. In other words they want to be accepted as part of the brotherhood, if you will, incredible pressures on them to drink, in some cases enormous amounts, to measure-up or to be a part of that exclusive club.

**[NBC News]** *Today the family and friends of Scott Krueger packed and carried away his belongings from the MIT fraternity house where he drank himself to death. Boston police are investigating his death as a murder on the suspicion that his binge drinking was part of a forced fraternity hazing at Phi Gamma Delta.*

**JACKSON KATZ:** One of the most serious consequences of all this alcohol use, and the link between alcohol and manhood and masculinity is how much violence is committed by boys and men under the influence of alcohol. The number of fights, and assaults and vandalism and acts of aggression that we see in college campuses and elsewhere that are linked to alcohol, in some ways its out of control.

**[NBC: Dateline]** *Drunken students rioted after a football game. They rioted after student parties were shut down. One time they rioted after a crack down on under-aged drinking.*

**JACKSON KATZ:** When you throw alcohol into the mix of a cultural definition of manhood as defined with aggression, physicality, not backing down, is it any surprise that we have so much alcohol related violence perpetrated by men, and all other forms of aggression and in some cases abusive behavior? Just to say that alcohol is a big problem in a culture is not enough. We need to look critically at how the gender system figures into the uses and abuses of alcohol.

## MESSAGE IN A BOTTLE – WOMEN AND DRINKING

**[Student]** *When they're drinking, they do look like that girl on TV, they do look sexy in that dress, and they can do what they want.*

**[Student]** *It's definitely a self-esteem booster. I feel good about myself. I'm dancing, I think I look like Britney Spears.*

**[Student]** *It gives you the feeling that you're going to be like the women in the ads, like you're going to be really sexual and beautiful.*

**[Student]** *Being and feeling sexy, and like bringing out like the sexuality you always wish you had and getting the attention that you've always wanted.*

**JEAN KILBOURNE:** Young women today are caught up in an impossible double bind. They've gotten the message almost from birth that what's most important is to be attractive, to be desirable to men, to be sexy, ... uninhibited, and really available. But at the same time, they should be good girls. That they should be nice, that they should be feminine. Now this is an impossible contradiction to be both, and alcohol is a way to resolve this contradiction.

**SALLY LINOWSKI:** There's this whole good girl/bad girl dichotomy, which in conversations with students, they'll say that. You know, during the day I'm a good girl, I study, I call my mom, I do my community service. At night, it's too much, I just want to blow off steam, I just want to have fun, and I become a bad girl. And the industry knows it and that's right where they're going, to the heart of the issue.

**JEAN KILBOURNE:** They know all about these motivations and these contradictions, so they deliberately offer alcohol to women as a way to break through the kind of sexual straight jacket that still many women find themselves in.

The Bacardi campaign is a perfect example of this – “Banker by day, Bacardi by night.” “Librarian by day, Bacardi by night.” In a culture that primarily values women for their bodies and their appearance, there's enormous pressure on young women to demonstrate their freedom and their independence by acting out sexually, and particularly about acting out sexually in a very male oriented kind of way. It enables the woman to loosen up, to perhaps break through some of those inhibitions, and at the same time it gives her kind of the perfect excuse.

**[Student]** *You're able to do things that you're not able to do, you can make excuses for yourself when in normal situations, you wouldn't be able to do that.*

**[Student]** *You're not gonna go to your girlfriend the next day, “Yeah, I was completely sober and I slept with him but I don't want to be his girlfriend.” If you're drunk, you can be like “Oh, I was drunk, and I slept with him because I didn't know what was going on.”*

**SALLY LINOWSKI:** College women's alcohol use has changed over the past few years and there's a growing concern that it's actually increasing. If we look at binge drinking which as a measure is not really a great one, but it's a measure people are familiar with, binge drinking rates among women are approaching that of their male counterparts, so it certainly is a concern. A lot of the ways that women will compete is around drinking, and they try to compete with the men. And sometimes they're very proud that they can drink like a guy or they can hold their liquor.

**[Student]** *I know girls that can drink any man under the table and I know girls that will come up to you, if you're not drinking a beer, or if you haven't had six shots, and will force you to sit down with them and take six shots.*

**SALLY LINOWSKI:** The students have tournaments on campus - they play beer pong, and Beirut and often times it's the girls against the guys. And nothing makes the girls prouder than if they beat the guys, it's a way for them to kind of improve their status and their recognition. And I think drinking games, chugging, doing funnels, keg-stands, all those sorts of things are mimicking male patterns of behavior and fitting into the college party scene which is also often times initiated by the men.

**JEAN KILBOURNE:** Obviously the alcohol industry wants women to drink more because that opens up a bigger market, so they target women in lots of ways, and one way is to tell women that if they drink like men, they'll share some of men's power. So the alcohol industry encourages women to drink more heavily, in order to impress men, in order to make men feel like they can be one of the guys. Even though women are targeted heavily by the alcohol industry and encouraged to drink more, and young women are drinking more heavily, there is a double standard that still applies. Men who drink heavily are considered more masculine, whereas women who drink heavily are considered actually less feminine. So the alcohol industry has to be very careful in the way that they target women. And this is one of the reasons why they use very stereotypically beautiful, feminine, sexy, women in their ads.

**[TV ad: Coors]** *She always knows her place. She has style, she has grace. She's a winner. She's a Lady.*

**[Student]** *The women in the beer ads are always like typically beautiful.*

**[Student]** *If you drink on a regular basis, your body isn't going to look like that.*

**[Student]** *You don't see the average people being represented. So what is that telling women? Or what is that telling guys about women?*

**[Student]** *So when my guy friends go out, they're ripping off their shirts, showing their beer bellies, and we're like, "oh, we don't drink."*

**[Student]** *It fills an image. You'd rather see a girl, drinking out of a straw, in like her nice*

*clothes, make-up, than like chugging this beer. It's kind of unattractive I guess.*

**JEAN KILBOURNE:** In an attempt to achieve the beauty ideal, many women offset the calories of alcohol by not eating, and so therefore developing a kind of eating disorder.

*[Student] I know that's why a lot of women do shots – because they don't want the calories of beer, because god forbid they have a beer belly.*

*[Student] We're scared of that, so we drink hard liquor instead, which is so much worse for you.*

*[Student] They'll go all day with not eating anything but a salad and a diet coke and then they think its ok to go have ten drinks at the bar.*

**JEAN KILBOURNE:** Obviously this is very unhealthy behavior, it contributes to eating disorders, and it also puts a woman at even greater risk of getting drunk more quickly and then being vulnerable to assaults and all kinds of other problems.

**SALLY LINOWSKI:** We really need to be talking with women about what its like to be a woman in a heavy drinking culture and how we negotiate around safety and Boundaries and taking care of ourselves. Because it's not going to play out for us like it does for men. Our campuses may address binge drinking in terms of looking at vandalism, violence, fights and assaults, but they're not going to see the women's problems which are more like depression, eating disorders, loneliness, sadness, perhaps suicide because they're not visible, and that is a huge concern.

## COURAGE IN A CAN – ALCOHOL AND SEX

**SALLY LINOWSKI:** We're a very sex-centric society but also in a lot of ways sex-phobic. We fight sex education in the schools, we fight condom distribution, we don't want to make HIV treatment services available in high schools perhaps or in colleges, but yet on the other hand, everywhere you look in the media its sex, sex, sex, sex, sex. You're supposed to want sex all the time, you're supposed to be sexy, you're supposed to be having a lot of it, it's supposed to be magical and wonderful and the reality of it is that it isn't that easy and it isn't always wonderful and its hard to negotiate and students feel those tensions they feel those pressures, and alcohol is sometimes seen as a solution for that.

**[Student]** *I know a lot of people who will not dance until they have at least 5 beers in 'em – they're like, I gotta have 4, 5 drinks, then I'll get out there!*

**[Student]** *You're too nervous to approach the person, and when you're drinking, you're not thinking about nothing – you're carefree. Complete confidence. No worries, nerves of steel.*

**[Student]** *I don't know if it's a function of my school, I don't know if it's a function of college, people being awkward at 20 and not knowing how to interact with men and women.*

**[Student]** *People depend on getting drunk, or just having alcohol involved, to hook up with the person you've always wanted to hook up with.*

**[Student]** *People will be like, Oh, I feel lonely. I'm going to have a few drinks and I'm gonna go out to this place, and I'm gonna find a guy, and I'm gonna hook up with him.*

**JACKSON KATZ:** One of the ways that advertisers play on this, this sexual anxiety and sexual tension, is to associate the product of alcohol with sexual connection if you will, because of the disinhibiting quality alcohol is a catalyst for sexual connection.

One of the stereotypical scenarios in beer ads is a highly sexualized woman who is the object of you know male heterosexual desires who is in the sense a reward for the purchase or the use of that product. So in other words you are not just buying the beer or consuming the alcohol, you're actually getting the woman.

Often the men in beer ads are very ordinary looking guys, which is understandable because the male viewers are positioned to identify with that ordinary guy who is often getting all these beautiful women to pay attention to him. Sometimes not only do these guys not only get one woman they are getting more than one woman.

**[TV ad: Budweiser]**

*You know that I like you a lot, right?*

*-- Yeah.*

*Its just that I like Janice a lot too, and I know she's your roommate, but...*

-- So date both of us.  
What?

**JACKSON KATZ:** There are just numerous examples of this sort of male heterosexual fantasy world constructed around alcohol and around the environment in which alcohol is consumed by men.

**JEAN KILBOURNE:** All these ads that link alcohol with sex are about the beginning, they're about the romantic encounter, the seduction. And of course the assumption, the promise is, that it's going to be absolutely wonderful. What's left out of the alcohol ads of course, and all of the ads that promise that you're going to have this great passionate romantic encounter with alcohol, is how fundamentally depressing drunken sex is. Alcohol is linked with sexually transmitted diseases... it's linked with unwanted pregnancy, and of course it's linked with sexual dysfunction for women as well as for men. So it's terribly ironic that there's this promise in the alcohol ads that alcohol is going to give us great sex. The truth is almost exactly the opposite.

*[Student] Once you actually get home with the people you're about to hook up with, and it's about to happen, I've seen so many people puke at that moment, or like, I've had that, where I've been way too sick to even do anything, and you don't want to even be near the person.*

*[Student] Sex is all about touch, it's all about feeling stuff. So when you're really drunk, you're not feeling anything. If you can get punched in the mouth and not feel it, you think you're gonna feel her? I don't think so. I don't think so.*

**JEAN KILBOURNE:** But this kind of sex where you don't remember what happened or barely know who you're waking up with, is glamorized and normalized throughout the culture.

*[TV: MTV] Four words: I'm drunk. Getting laid. That's it!*

**JEAN KILBOURNE:** people laugh about it, joke about it – its funny, to the extent that it really becomes difficult to take it seriously.

*[TV: MTV]*  
*I don't remember any of this.*  
*-- How drunk am I?*

**JEAN KILBOURNE:** How many college students have never had sex when they were sober? Or had rarely had sex that they didn't regret the next day?

**SALLY LINOWSKI:** They don't tell the bad things that happened, or if something bad happens its just someone losing control, or someone being stupid, or being ridiculous in a bad way, and they don't see how the culture itself, actually can lead someone in that direction and can actually have consequences.



## BODY SHOTS – ALCOHOL, SEX AND CONSEQUENCES

**JEAN KILBOURNE:** We're surrounded with messages that men should drink heavily, should score as often as possible, that women should make themselves sexually available to men, and that everyone should use alcohol as a route to wild, uninhibited sex. These cultural messages give men the belief that they have the right to women's bodies. In the real world, this is a recipe for disaster.

**JACKSON KATZ:** Young men are coming of age in a culture that teaches them that being a man means being powerful and being in control. And it also teaches men that being a real man means drinking a lot and this is a dangerous mix.

**OJAE BEALE:** About 2 out of 3 of the women who come to me who are a student here at this institution who has been sexually assaulted – whether it's a completed rape, or a non-completed rape with sexual assault involved, that alcohol plays a role.

**JACKSON KATZ:** Of course I'm not saying that Budweiser commercials cause rape, that's absurd. But the world created by beer ads, other alcohol ads, and other pop cultural representations, create a set of expectations in both women and men that are at the very least conducive to sexual assault.

**OJAE BEALE:** I don't think that people are consciously saying "I'm not going to be held accountable for this behavior so I can do whatever I want." I think it's about the socialization, it's about the messages, it's about the media images, it's about all those things that at a moment where maybe alcohol is going to help that person, or aid that person in making a decision where doesn't feel like he's going to be accountable for, I think it becomes the green light.

**JEAN KILBOURNE:** There's a real double standard about the relationship of alcohol to date rape. If a man is drinking at the time of the attack, he's considered less responsible. In fact, the more intoxicated he is, the less responsible he is – he was drunk, he didn't know what he was doing. If the woman was drinking, even if she's just been at a bar, or had a drink or two – she's considered more responsible. What was she doing? What was she thinking? Why was she in that bar? So the exact same behavior is interpreted entirely differently according to gender.

**SALLY LINOWSKI:** In discussions I've had with students about date rape and sexual assault, a lot of times the women will say, well she asked for it – she should have never gone to his room,

**OJAE BEALE:** The response from her friend is oh, that happens all the time, you go to these parties, you should expect something like that to happen. Or, how were you dressed? Did you ask for it? Those kinds of things and I think that there's some level of normalization around sexual assaults happening.

**[Student]** *It's something that there's risk for, and I just wanted to put all the blame on her, almost like, You asked for it, you deserved it, for doing that, for putting yourself in that situation.*

**[Student]** *If you step into a certain situation, say a frat party or something, where drinking is prevalent, and assaults can be prevalent. You're stepping into a lion's den. I mean, you have to take that into consideration.*

**[Student]** *You shouldn't go into any situation expecting to be assaulted.*

**[Student]** *It's so hard being a woman and drinking because it's almost like you have so much more responsibility for your actions than other people do. I mean, I don't know if that makes sense. But it's like you're responsible if something happens to you that you couldn't even control. And people discount – like, oh, you were assaulted? Well, you were drunk, so it's your fault.*

**JEAN KILBOURNE:** Understanding this double standard is extremely important especially given that alcohol is involved in over half of all date rapes on college campuses. Many of these rapes are not reported, because these women are made to feel ashamed, guilty, and responsible. I know so many of my friends who blame themselves for being raped or for being sexually assaulted because they were drunk.

**OJAE BEALE:** Regardless of what you were wearing, regardless of how much you had to drink, regardless of who you were with – being sexually assaulted, being raped is not your fault,

**JACKSON KATZ:** Alcohol has actually been described as a weapon. In fact some men use alcohol to get women drunk so they can take advantage of them sexually or so they can literally rape them.

**[Student]** *Sometimes you just see those shady guys who just keep feeding girls drinks and feeding 'em drinks and you know they're gonna try and pull something.*

**[Student]** *If a girl's at a bar not drinking, every guy around her comes up to her and says like, why aren't you drinking? You know, loosen up, I'll buy you a drink.*

**[Student]** *He knew that that would help me to not say no or do anything, because it was like I was a dead body.*

**[Student]** *Some guy actually pushed me down the stairs and tried to get me in the basement and tried to rape me. The whole night he was getting me drinks – I was cold, getting me a coat. The rest of the night, where was he? Nowhere to be found, where was I? Laying in a pile of leaves, puking.*

**JACKSON KATZ:** One indication of the connection between alcohol and sexual violence is something that's been happening on college campuses across the country

where you have upper class men who are organizing parties where they're targeting first year female students and they're offering these young women free alcohol with the obvious intent of taking advantage of them. You know, is it any wonder that the first several weeks of college are the vulnerable time for young female students when it comes to sexual assault?

**OJAE BEALE:** A lot of these upperclassmen, young men, take advantage of the inexperience of the first year student, takes advantage of the vulnerability of the first year student, and also may take advantage of some of the fantasies that a first year student might have about meeting that perfect guy at a party and also maybe the inexperience with drugs and alcohol.

**JACKSON KATZ:** An even more extreme example of this sort of predatory drugs is this phenomenon we've seen across the country over the last several years of Rofies, Rohypnol and GHB and other so-called rape drugs that some men have been dropping in women's drinks and to a lesser extent, other men's drinks – for the purpose of sedating them with the intent of assaulting them.

*[Student] In my experience, even not putting my drink down at a party, even partying with people that I've known since I was seven years old, someone can still put something in your drink and take advantage of you. Someone can offer you a drink that has something in it, and because it's someone you trust, you'll take it.*

**OJAE BEALE:** When I talk to women who either think that a date-rape drug has been slipped in her drink or knows that a drug has been slipped in her drink, one of the things she says is I just don't remember what happened afterwards. The only thing I know is that I ended up in this place, or we went back to my room, and the next morning I woke up and my clothes were off, or there was blood on my bed.

**JACKSON KATZ:** I mean, the reality is that today, in the United States, women in college – and even in high school – can't even put their drinks down – they're taught that, in high school, and in orientation sessions in college – can't even put their drinks down and go to the dance floor and come back because some guy in their social circle might drop a drug in their drink with the purpose of sedating and then assaulting them. How low have we sunk?

## LAST CALL – CHANGING THE CULTURE

**[Student]** *I've partied for too many years, I need something else to do to make myself happy on the weekends and make me feel like I'm having a good time with my friends.*

**[Student]** *Have I taken part in it? Yeah. Have I had fun? Yeah. Am I satisfied? Would I want my kids drinking as much as I drank? Seeing the things that I saw, knowing people that have gone through things that could actually happen to a child I had? No, I would definitely want something to change.*

**[Student]** *The administration isn't going to do anything, the media's going to keep doing what they're doing, and if we don't step up and do something, we're going to stay in that state of mind and we're going to start to accept it.*

**[Student]** *I want to be done with alcohol, because most of my experiences have been negative when I think about it. I do it every weekend, but I get sick all the time, its like self-abuse all the time. I always get disrespected when I go out, men, women – I just wanna...there is stuff to do, that's the thing, there is stuff do we, for some reason... Its like I say, ok, I'm not going to drink this weekend. And then I end up doing it, because I have to put so much effort into finding other things, and I don't think it should be like that.*

**JEAN KILBOURNE:** It's important to understand that there's no simple solution to the problem of high risk drinking on college campuses. This is a public health problem, and public health problems are solved only by changing the environment. What this means is taking the focus off the individual, and putting it on the environment in which the individual makes his or her choices, and the industries that profit from unhealthy choices.

**JACKSON KATZ:** This isn't just about a few beer ads, or even popular culture references in television or Hollywood film. There's also posters on walls in guys dorm rooms, there's t-shirts people wear, there's slogans', there's bumper stickers, there's all kind of iconography and symbolic imagery that surrounds the environment.

**SALLY LINOWSKI:** The marketing is pervasive. In terms of when they get to a college campus, they're also very persuasive. In campus pubs and things, you go in and will see more logos from the alcohol industry; whether it's Budweiser or Corona, Coors; than you will of the schools mascot. Or the name of the school or the name of the pizza places that are serving in the same cafeteria.

**JACKSON KATZ:** What the alcohol companies want to do is, is they want to be inside the world of young people. And they have pretty successfully done that.

**JEAN KILBOURNE:** The industry spends \$3 billion a year on advertising, glamorizing alcohol. And a tiny, tiny fraction of that on so called prevention messages. But these prevention messages are deliberately vague and misleading. They say things like,

"Know when to say when" or "Think when you drink" or "Drink responsibly". But they will never define what they mean by that.

**JACKSON KATZ:** Their definition of "drinking responsibly" is very narrowly defined. There are a whole bunch of other consequences of drinking that they don't deal with. For example, the correlation between unintended pregnancies and drinking or sexually transmitted diseases or battering, sexual violence, violence between men, I mean, there are so many different consequences that they don't talk about.

**JEAN KILBOURNE:** It's completely crazy that so many of the alcohol education programs on college campuses are sponsored by the alcohol industry. It really is as if we'd brought in cocaine traffickers to help us fight the war on drugs.

**SALLY LINOWSKI:** This came to me in my office from Anheuser Busch; it's a guide for parents on how to talk to your child about college drinking before they come as a freshman. It's meaningless – it tells you nothing. What it tells you is that someone who has an alcohol problem is a weak person, is an individual with problems. It doesn't tell you how to identify that. It also doesn't acknowledge that marketing, retail outlet density and how we target youth, with drinking being glamorized, is directly linked to the behaviors.

**JACKSON KATZ:** Lets face it: the beer companies don't care about the well being of the students. All they care about is profit, and so those of us who are in positions of educational influence need to be providing students – both men and women of course, with the analytic tools to understand the ways in which they are being manipulated, and how their gender and sexual identities are being manipulated in particular.

**JEAN KILBOURNE:** Women need to challenge the stereotypical definitions of beauty and sexuality – we need to take charge of our own sexuality and not let it be defined for us by people with something to sell.

**JACKSON KATZ:** When guys are trying to force each other to drink too much or to drink to prove their manhood, they need to be called out on that, that's abusive behavior and that needs to be said, and guys need to say it to each other. Guys also need to give each other permission to not be influenced by these cultural messages about manhood. We need to encourage young men to be themselves, and not to conform to definitions of manhood that are constructed by the alcohol industry who doesn't care about those guys.

**SALLY LINOWSKI:** And if your friend had a problem say for example, a health problem that you could recognize, you would say something. If it's a drinking problem, you're probably not going to because it's condoned by society. So part of that is helping them recognize what signs of problems are, and how to talk to people about it, and say, you know what, I used to like going out with you but now I have to take care of you all the time, and it sucks. I don't want to do that anymore. I'm sick of worrying about you. I hate it when you call me all the time and when you're drunk and setting limits; but they

so much want to be a friend and not get the person in trouble that often times they're afraid to do that.

**[Student]** *If you start to present things to people and question them on their actions, question why they act certain ways and do certain things, maybe somewhere down the line they'll start to question themselves too.*

**[Student]** *If you live in a dorm, just reach out to as many people as you can, reach out to your friends who you feel are getting into tough situations, to just reach out and talk to them and help them.*

**[Student]** *If you feel pressure within your group of friends, I think its time to take a step back and look at who your friends are and why would they be pressuring you do something you don't want to do on a particular night or ever for that matter.*

**[Student]** *If you can't talk to someone that you trust and you have care with, then I don't think that's really a relationship.*

**JEAN KILBOURNE:** There is some good news; per capita alcohol consumption is down. The number of students choosing not to drink or who are drinking in low risk ways is increasing. And probably best of all many, many students are getting involved in trying to create healthier environments on their campuses. It is extremely important to support these students and to support their efforts. And to let all students know that they really do have a choice.

**[Student]** *You have control over who you want to associate yourself with. So if you don't want to be at a party where there are drunk people running around and throwing themselves on you, don't put yourself in that situation. Because if you want to stay sober, do something sober and do something with sober people.*

**[Student]** *It's cool to be able to see like, wow like I'm an interesting person even though I am not drinking. Or like, people still like me and I'm still cool or whatever. I mean, I know it's like wicked cheesy but like it's true, you don't need it, it is such a crutch.*

**SALLY LINOWSKI:** It's pretty easy to find your way to a party, it takes a lot more creativity and a lot more effort if you're new to an area to find out where the movie theaters are, where the book stores are, where there is to go work out, where the hiking places are, what else there is to do.

**[Student]** *I never thought about it, and I'm just realizing it now, that I don't have to do this to have a good time, but in realizing that, I have to change my whole way of life – all my friends, when we get hang out and socialize, we build all of our experiences and our fun on alcohol, we really do, so its really tough.*

**JEAN KILBOURNE:** Now what this says to me is how thoroughly the alcohol industry has co-opted all of these things. They've actually gotten us to believe that we'll have

nothing to do if we can't drink – that we won't be able to do any of these things without alcohol. So the challenge is to imagine a kind of environment, a campus, where all of these things are possible, good times and fun and lots of things to do and excitement and joy and passion, without alcohol being the focus.

**JACKSON KATZ:** It doesn't mean you can't drink, just don't conform to someone else's – especially a sort of industry's version of what you should be. You know, be yourself. You know, some of this really just involves courage, and independence of spirit and of action.

### **[Students During Credits]**

*First of all, it is so good to like, bring up the questions and let people talk about them and think about them. Let people really reflect like, "oh yeah, how are my experiences with alcohol? How was every weekend for the last two years in college for me?" Let's talk about these things and hear what other people have to say.*

*I don't think people can do it by themselves. I think that they need to do it by themselves, but I also think that people need to come together and talk, like what we are doing now.*

*I think that we really need to look deep down and get to the root of the problem and say; what's the matter with our culture, what's the matter with people, what is missing, why don't they have the self confidence that they need to buy into this or why do they feel that socially this is the only way for them to act?*

*If you do choose to drink, why are you choosing to drink? Is it because you're really insecure and you need to feel better about yourself or is it because you really just like Midori Sours, like I do. Or like things like that.*

*I didn't drink my first semester freshman year at all, I hated it. And then my second semester, my friend had a birthday party and I remember, I got so drunk and I almost died of alcohol poisoning. And I woke up the next day, and I was like, that was the best night ever. And I was like, I understand why people drink.*

*It's like everything else, it's the American way. We over do everything. Everything we do is bigger than life, like, there is no moderation in American society. Everything is bigger, better, faster, stronger.*

*If somehow society could reflect inner-beauty and not so much outer-beauty, and the values changed, I think that alcohol would not be as much of a necessity to make people feel good and make people feel comfortable and break down social barriers.*

*Wouldn't you rather, you know, date someone you met at the library than somebody who's like, drooling into a Smirnoff Ice?*

*We should be growing, we should be learning to be 25 and not need alcohol in our lives.*

*I think action is key. And that if we act upon things and realize what's happening than people's behavior could change too.*

*It's about us living that culture and living that life, and changing that to what we believe is a safer and more respectful world. It's not just going to be like they're going to change it, we have to change ourselves too.*