

Media Literacy Presentation

The National Council on Alcoholism and Drug Dependence - Orange County/Community Alliance Network is offering educational presentations on marketing strategies and tactics used by the alcohol industry to promote alcohol use by youth. Presentations are available to community-based and faith-based organizations, after-school programs, youth and family resource centers, high schools, middle schools, parent education programs, and more.



Media Literacy presentations are aimed at increasing knowledge of:

- ◆ The creative techniques advertisers use to get the attention of youth
- ◆ The persuasive influence of media messages
- ◆ How advertisers target different populations
- ◆ The marketing strategies and tactics used by the alcohol industry to promote alcohol use by youth
- ◆ New alcoholic products that target youth
- ◆ Underage Drinking issues

FOR MORE INFORMATION OR TO
SCHEDULE A PRESENTATION PLEASE
CONTACT:

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National Council on Alcoholism and Drug Dependence - OC