

October 2005

# University of South Carolina Alcohol & Drug Programs



## Mark Your Calendar:

### A&D Programs Substance Abuse Task Force

The monthly Substance Abuse Task Force meeting will be held in the SEC room (201) in the Russell House, 2:30 – 3:30 pm, on the following dates:  
**Wed., Oct. 26**  
**Wed., Nov. 30**

All are welcome to come and participate in this open forum of discussion regarding substance use on campus.

### Project Empress

Worksheets Available on web, 8.5 x 14.

Topics include:

- Alcohol
- Club Drugs
- Gambling
- Marijuana
- Stimulants
- Tobacco

## Alcohol & Drug Programs' Staff:

### Larrell Wilkinson

Director  
7-5781

**Coordinator Position**  
Vacant

### Sharlee Reed

Graduate Assistant  
7-3933

### Denise Frost

Administrative Asst.  
7-7716

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## Local News

### • Late Night Carolina

#### **COME TO THE FAIR!!**

The next Late Night Carolina will be held on Friday, Nov. 11th in the Russell House. Students will be treated to a variety of alcohol-free refreshments and "**Fair**" entertainment including carnival games, Laser Tag, antique photos, Rock 'N Roll Bands, a special surprise performer and more!! Late Night is free to all USC students! This event will also celebrate the end of Carolina Creed Week.

### • Great Gamecock Tailgate Parties

Since 1997, our tailgate parties have grown to provide music, food and fun throughout the season! Tailgate parties begin **2 ½ hours before** each home football game at Seawell's on Rosewood Drive. Come see USC students celebrate "Carolina Pride" responsibly.

#### **Dates:**

- **November 12** – Florida - DJ Jeff Hunter will provide the music
- **November 19** – Clemson – Rock Band "Leslie" will provide the music

### • GAMMA NITE @ the Russell **HAPPY HALLOWEEN!**

Join us on Thursday, Oct. 27<sup>th</sup>, 9:00 pm – Midnight in the Russell House! Festivities begin on the 2<sup>nd</sup> floor with a "Haunted Hallway" that leads to the Golden Spur Gameroom in the basement. Enjoy many fun activities in the Gameroom! Free for all students with a valid USC!



### S. CAROLINA SUPREME COURT RULES ON GIVING ALCOHOL TO MINORS AT PARTIES - Sept. 8, 2005

<http://www.alcoholfreechildren.org/>

A guest column in the South Carolina newspaper, *The State*, discusses a recent South Carolina Supreme Court ruling that adults who knowingly serve alcohol to minors at parties can face lawsuits and damages if the underage drinkers harm themselves or others. The author of the column is W. Lee Catoe, director of the South Carolina Department of Alcohol and Other Drug Abuse Services. He points out that in South Carolina, alcohol use is the major cause of death for young people ages 15 to 24, accounting for 45 percent of their fatalities, most caused by alcohol-related car crashes. He emphasizes that preventing underage drinking is complex and requires a cooperative effort among parents, schools, community leaders, and the children themselves. DAODAS focuses on changing alcohol norms and behaviors through education, by increasing the use of evidence-based prevention programming by county alcohol and drug abuse authorities. He concludes, "The Supreme Court has delivered a strong message that, as adults in South Carolina, we've got to do a far better job of persuading our young people that alcohol use is a dead end and that they are playing Russian roulette, not only with their own lives, but with the lives of friends, neighbors and loved ones. If we won't protect our children, who will?"

## National Update

### • Drinking Games getting more popular, worrying colleges – New York Times News Service

**The State Newspaper, Oct. 16, 2005**

PHILADELPHIA — The bar is packed, the floor is wet, and dozens of glassy-eyed young people are squeezed around tables trying to lob Ping-Pong balls into cups of beer.

It is the final round of a beer pong championship, sponsored by a maker of portable beer pong tables, and all across the bar, as one team scores points, the other happily guzzles beer.

"It's awesome," said Chris Shannon, 22, a senior at Drexel University. "If you win, you win. If you lose, you drink. There's no negative."

Drinking games have been around since Dionysus. But a whole new industry has taken off around them, making the games more popular, more intense and more dangerous, according to college administrators who say the games are a thin cover for binge drinking. Some colleges have tried to ban the games on campus, but that has just driven them elsewhere. Many bars now hold beer pong tournaments, and some even have leagues and keep baseball-like statistics.

In January, thousands of players are expected at the first World Series of Beer Pong, sponsored by a beer pong accessories company and held on the outskirts of Las Vegas.

This past summer, Anheuser-Busch unveiled a game it calls Bud Pong. The company, which makes Budweiser, is promoting tournaments and providing equipment to distributors.

"We created it as an icebreaker for young adults to meet each other," Francine Katz, a spokeswoman for Anheuser-Busch.

She said Bud Pong was not intended for underage drinkers because promotions were held in bars, not on campuses.

And it does not promote binge drinking, she said, because official rules call for water to be used, not beer. The hope is that those on the sidelines enjoy a Bud.

On the ground, though, it might be a different story.

At the Esso Club near Clemson University in South Carolina, Jessica Twilley, a bartender, said she had worked at several Bud Pong events and had "never seen anyone playing with water." "It's always beer," Twilley said. "It's just like any other beer pong."

Full article available at:

<http://www.thestate.com/mld/thestate/news/nation/12915302.htm>

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### • Anheuser-Busch pulls 'water' drinking game - By Christopher Leonard, Associated Press Writer The State Newspaper, Oct. 20, 2005

ST. LOUIS -- Anheuser-Busch Cos. Inc. said it will quit marketing a drinking game called "Bud Pong" after discovering that some people were imbibing beer during the game instead of water, as directions specified.

The nation's biggest brewer rolled out "Bud Pong" in July, sending kits to beer wholesalers in 18 states. The bar game is played by bouncing ping pong balls into cups of liquid, with participants taking a drink if they lose a point. Anheuser-Busch suggested players fill the cups with water. A New York Times article Sunday described players using beer instead.

"It has come to our attention that despite our explicit guidelines, there may have been instances where this promotion was not carried out in the manner it was intended," Anheuser-Busch spokeswoman Francine I. Katz said in a statement Tuesday.

While it might seem odd for a brewery to market a water-drinking game, Katz said in an e-mail statement that Anheuser-Busch attached its name to "Bud Pong" in the same fashion the company sponsors NASCAR races or Major League Baseball games.

"The intent of this program was to provide adults who socialize in bars with a fun activity," Katz said in a statement. The company said it was pulling the promotion, and did not want perceptions of the "Bud Pong" game to conflict with a \$500 million campaign to promote responsible drinking, Katz said.

"I don't put any credence in it," Birch said. Such games can be especially dangerous for younger drinkers and college students who get wrapped up in the competition and drink unhealthy amounts of alcohol, he said.

Anheuser-Busch Chief Executive Officer Patrick Stokes said earlier this month the company is looking for ways to keep consumers drinking beer as opposed to cocktails or hard spirits. Even though beer drinking has lost some ground in recent years, Anheuser-Busch remains by far the most dominant U.S. beer company.

Full article available at:

<http://www.thestate.com/mld/thestate/12951667.htm>



## GAMMA Highlights

- Homecoming was National Collegiate Alcohol Awareness Week – GAMMA students Impacted 1,000 USC students through the NCAAW Quiz and distributing novelty items.
- GAMMA Participated in Homecoming Parade

## Get Involved

- Encourage new students to join GAMMA and engage in substance free activities by:

→ Promoting Late Night Carolina's

→ Promoting Great Gamecock Tailgate Parties or

→ Call 7-7716 or e-mail -

[adprog@gwm.sc.edu](mailto:adprog@gwm.sc.edu) for more information

## A & D Highlights

- Need students to enroll in Psych 489: Community Practicum in Alcohol & Drug Prevention.