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PSA advises on perils of underage drinking

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Three MJR Cinemas in Macomb County are running public service announcements (PSAs) before their films to advise parents of their responsibilities in preventing underage drinking at teen parties.

The “Parents Who Host Lose the Most” PSA has been running since May 4 at the MJR Cinemas at Partridge Creek, Chesterfield Township and on Van Dyke Road in Sterling Heights. They are expected to run until the end of June to coincide with prom and graduation season, when there will be many parties for graduating seniors.

This 30-second PSA was produced by Jim Calderone, the cable coordinator for Chippewa Valley Public Schools. It shows a teen party with an older man serving drinks to the guests. Macomb County Sheriff Anthony Wickersham then appears, informing the audience about the ramifications of parents condoning underage drinking at such parties, including the possibility of a 90-day jail sentence and up to \$1,000 in fines.

The PSA is an updated version of a similar message created with then-Sheriff Mark Hackel. The PSA was paid for by grant money provided to the Chippewa Valley Coalition for Youth and Families, according to Dr. Charlene McGunn, the coalition’s executive director. Calderone donated his time, as he has for many videos created on similar topics.

“There’s been tremendous interest,” Dr. McGunn said. “We’ve sent it out to churches and agencies dedicated to youths. We’ve had a lot of people requesting to use it.”

For more information, contact The Chippewa Valley Coalition for Youth and Families, 586-723-2360,  
[www.cvcoalition.org](http://www.cvcoalition.org).