Response to 3/29/18 letter re: DJ Khaled

Laura Smith
To: Michael Schwab

Michael,

Thank you for your email. TINA.org is pleased to see that Mr. Khaled is taking this marketing issue seriously and has edited or deleted numerous undisclosed social media ads in order to comply with federal law. However, as of today, there are still alcohol-advertising posts on your client’s social media accounts that lack sufficient disclosure of his material connection to the alcohol brands. A list of URLs for such posts is provided below. Please note that this is not intended to be an exhaustive list.

Instagram:

https://www.instagram.com/p/BaNLutDA5gr/
https://www.instagram.com/p/BZfHmMmA6Nz/
https://www.instagram.com/p/BcLdZSoFCXq/
https://www.instagram.com/p/BVx3MwJghls/
https://www.instagram.com/p/BWghoxAaiZ/
https://www.instagram.com/p/BV2dL0IgwIS/
https://www.instagram.com/p/Bgb5NjWFBUf/
https://www.instagram.com/p/BZyqawPAHYa/
https://www.instagram.com/p/BZsbTWsAzy7/
https://www.instagram.com/p/BWk9yzKgdOb/
https://www.instagram.com/p/BXcOwYzgITH/
https://www.instagram.com/p/BXq_ykEcEob/
https://www.instagram.com/p/BgpGzBPFVTr/
https://www.instagram.com/p/BXGOJYggQT/
https://www.instagram.com/p/BgR1rp6FnbI/
https://www.instagram.com/p/Bgw35yYFcJQ/
https://www.instagram.com/p/Bg2W9K-FaoL/
https://www.instagram.com/p/BgPMmeluWo/
https://www.instagram.com/p/BbjoQEFdVR/
https://www.instagram.com/p/BXvW97A_c4/
https://www.instagram.com/p/BVwEBeR_A_UJ/
https://www.instagram.com/p/Bfjx1liEYl/
https://www.instagram.com/p/BgZFRlFRasq/
https://www.instagram.com/p/BaR62nnggLKR/
https://www.instagram.com/p/Bpp_ShVlnzT/
https://www.instagram.com/p/Bbr2b18F01q/
https://www.instagram.com/p/BedzGScF_KE/
https://www.instagram.com/p/BgPU7fvFYJC/

Twitter:

https://twitter.com/djkhaled/status/904138774849794048
https://twitter.com/djkhaled/status/91086326515056640
https://twitter.com/djkhaled/status/91557804409352192
https://twitter.com/djkhaled/status/917391313707945984
https://twitter.com/djkhaled/status/927967010377449472
https://twitter.com/djkhaled/status/929042802561859584
https://twitter.com/djkhaled/status/956751568103092224
https://twitter.com/djkhaled/status/959493794876936197
https://twitter.com/djkhaled/status/888601262517878784
https://twitter.com/djkhaled/status/888600717811908608
https://twitter.com/djkhaled/status/888600211878182912
https://twitter.com/djkhaled/status/88860001282224129
As you know, the undisclosed alcohol endorsements that we have alerted your client to are not the only products (or services) that Mr. Khaled promotes on his social media accounts. A clear and conspicuous disclosure of your client's material connection to all these products/services/companies is required by FTC law, and to date, has been largely missing.

We trust that Mr. Khaled's remedial actions (i.e., deleting or adding #AD at the beginning of his social media alcohol advertising posts) are representative of what he intends to become his standard operating procedure going forward, and that he will take into consideration the age of his followers on his various social media accounts before continuing to market alcohol.

Sincerely,

Laura Smith
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