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

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Laura Smith

Fri, Apr 6, 2018 at 3:43 PM

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/BZffHMmA6Nz/>  
<https://www.instagram.com/p/BcLdZSoFCXq/>  
<https://www.instagram.com/p/BVx3Mwjglhs/>  
<https://www.instagram.com/p/BWgghoxAaiZ/>  
<https://www.instagram.com/p/BV2dL0lgwIS/>  
<https://www.instagram.com/p/Bgb5NjWFBUf/>  
<https://www.instagram.com/p/BZyqawPAHYa/>  
<https://www.instagram.com/p/BZSbTWsAsy7/>  
<https://www.instagram.com/p/BWk9yzKgdOb/>  
<https://www.instagram.com/p/BXcOwYzglTH/>  
[https://www.instagram.com/p/BXq\\_ykEgtOb/](https://www.instagram.com/p/BXq_ykEgtOb/)  
<https://www.instagram.com/p/BgpGzBPFVTr/>  
<https://www.instagram.com/p/BXGOrijYgpQt/>  
<https://www.instagram.com/p/BgR1rp6FnBI/>  
<https://www.instagram.com/p/Bgw35yYFcJQ/>  
<https://www.instagram.com/p/Bg2W9K-FaoL/>  
<https://www.instagram.com/p/BgPVMmeluWo/>  
<https://www.instagram.com/p/BbfjoQEFdVR/>  
[https://www.instagram.com/p/BXnvW97A\\_c4/](https://www.instagram.com/p/BXnvW97A_c4/)  
[https://www.instagram.com/p/BVwEBErA\\_UJ/](https://www.instagram.com/p/BVwEBErA_UJ/)  
<https://www.instagram.com/p/BbFj1xllEYL/>  
<https://www.instagram.com/p/BgZrFRiFRsq/>  
<https://www.instagram.com/p/BaR62nggLKR/>  
[https://www.instagram.com/p/Bbp\\_ShVlnzT/](https://www.instagram.com/p/Bbp_ShVlnzT/)  
<https://www.instagram.com/p/Bbr2b18F0lq/>  
[https://www.instagram.com/p/BedzGScF\\_KE/](https://www.instagram.com/p/BedzGScF_KE/)  
<https://www.instagram.com/p/BgPU7fvFYJC/>

Twitter:

<https://twitter.com/djkhaledd/status/904138774849794048>  
<https://twitter.com/djkhaledd/status/910868326515056640>  
<https://twitter.com/djkhaledd/status/915579804409352192>  
<https://twitter.com/djkhaledd/status/917391313707945984>  
<https://twitter.com/djkhaledd/status/927967010377449472>  
<https://twitter.com/djkhaledd/status/929042802561859584>  
<https://twitter.com/djkhaledd/status/956751568103092224>  
<https://twitter.com/djkhaledd/status/959493794876936197>  
<https://twitter.com/djkhaledd/status/888601262517878784>  
<https://twitter.com/djkhaledd/status/888600717811908608>  
<https://twitter.com/djkhaledd/status/888600211878182912>  
<https://twitter.com/djkhaledd/status/888600001282224129>

<https://twitter.com/djkhaleid/status/888599418815082497>  
<https://twitter.com/djkhaleid/status/898302481272373248>  
<https://twitter.com/djkhaleid/status/909278642861105152>  
<https://twitter.com/djkhaleid/status/889529662623424513>

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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