

"Now, kids, don't look until you're twenty-one."



Rejecting Alcohol Advertising and Sponsorship to Address Underage Drinking

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Why it Matters (Harm to Youth)

- The more ads kids see, the more likely they are to drink, and drink to excess
- The earlier kids start drinking the more likely they are to become dependant
- Each year, 5,000 youth under age 21 die from alcohol-related violent incidents

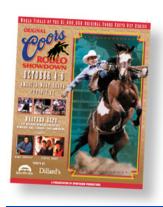
Successful Campaigns to Change Public Policy

Free Your Festival from Alcohol Sponsorship





Removing Alcohol Ads from Public Transit Systems









What is Sponsorship?

- The provision of money or other resources to support an event in exchange for recognition
- The perfect marriage of alcohol promotion and the industry's attempt to extend its public influence

Replacing Alcohol Sponsorship

Steps

- Get a handle on the situation
- Make key connections
- Develop a shared vision
- Advocate for change
- Replace funding
- Follow-up after the event

Fill the Funding Gap

Have a plan for *how* to replace the lost sponsorship dollars.

Be creative in your replacement tactics!

- Another single sponsor
- Several smaller sponsors
- In-kind donations to reduce costs
- Price controls to generate additional revenue

Marin County Fair

Community groups and local youth worked together to influence:

- Replacing title sponsorship in 2004
- Ending all alcohol sponsorship in 2005
- Enacting a County ordinance prohibiting any alcohol or tobacco sponsorship in 2006

The Marin County Fair thrived and increased its revenues in 2006

PS. It became the country's first smoke-free county fair by ordinance in 2007



Removing Alcohol Ads from Public Transit Systems

Bay Area Rapid Transit System (BART)

San Francisco Municipal Transportation Agency (MUNI)



- August 2006 BART Board of Directors OK Alcohol Advertising
- September Marin Institute Drafts Opposition Resolution for SF BOS
- October Four County Coalition Forms to Protest BART Action and SF BOS Adopts Resolution
- November Contra Costa County BOS Adopts Resolution Opposing
- December BART Board Reverses Decision

Media Coverage

- The San Francisco Chronicle (2 stories)
- The San Francisco Examiner (3 stories)
- Contra Costa Times (2 stories)
- Oakland Tribune
- Inside Bay Area
- San Jose Mercury News
- KTVU-TV (FOX) Channel 2 (1/17 & 1/18 Oakland/SF)
- CBS TV Channel 47 (Fresno)
- KGO-TV (ABC) Channel 7 (ABC7news.com SF)







MUNI Transit Ad Survey

CBS Outdoor and Alcohol Industry

Targeting San

Francisco Youth

January 2007



Glenfiddich Ad near UCSF Medical School

Ad Regulations

- MUNI contract with CBS Outdoor
 - No alcohol ads except in designated areas, and then not within 500 feet of schools
- Alcohol industry national guidelines
 - No alcohol ads within 500 feet of school
 - No alcohol ads near churches, playgrounds



Miller Ad near Sutro Elementary School

Survey Methods

- Selected three San Francisco districts
- Surveyed MUNI shelters within 500 feet of public schools, accredited colleges
- Noted other ads near private schools, churches, and playgrounds



Bailey's Ad near Avila Elementary School

Survey Results

- 22 Contract and Industry violations
 - Churches
 - Playgrounds
 - Parks

- 15 Contract Violations
 - 7 Near Elementary Schools
 - 4 Near Middle or High Schools
 - 4 Near Colleges



An estimated total of 84 violations system wide!



MI holds news conference with San Francisco Supervisors on the steps of City Hall to release a report entitled "CBS Outdoor Alcohol Advertisements Endanger San Francisco Children," which documented alcohol advertising violations by CBS Outdoor at MUNI bus and light rail passenger shelters close to elementary, middle and high schools.

Media Coverage

- The San Francisco Chronicle (2 stories)
- The San Francisco Examiner
- KCBS-AM 740 (SF)
- KTVU-TV (FOX) Channel 2 (1/17 & 1/18 Oakland/SF)
- KGET –TV (NBC) Channel 17 (Bakersfield)
- CBS TV Channel 47 (Fresno)
- KGO-TV (ABC) Channel 7 (ABC7news.com SF)
- AP Wire (National)
- CBS5.com/Bay City News Wire
- Standard Newswire (National)



- CBS Outdoor rushed to take down the ads, and said, "mistakes happen."
- MUNI pledged to not allow alcohol ads in future contracts.



Yellowtail wine ad replaced by Disney ad at Lycée Francais school, San Francisco, Jan. – Feb. 2007.



But, it's never over....

Six months later, alcohol ads are back. Marin Institute documented and quickly publicized violations, calling for MUNI to dump CBS Outdoor, once and for all.



2/3 Victory!!!

The MUNI contract with CBS Outdoor expires
December 2007. A new contract was negotiated
with Clear Channel Outdoor. MI lobbied for:

- Comprehensive language describing MUNI property covered by the contract
- Robust penalties if alcohol advertising should reappear (\$5,000 per day per ad)
- A web-based data base of transit system posted advertising images

Next Steps

Given the seriousness of the underage drinking epidemic, alcohol companies should not be allowed to advertise on public transit.

Local governments should:

- take steps to either enact new policies, or
- enforce existing policies to not allow alcohol ads

Communities should:

 demand their local transit agencies take these simple steps to protect our youth from harmful advertising by the alcohol industry

CITY AND COUNTY TRANSIT AGENCIES SAYING NO TO ALCOHOL ADVERTISING

National	California
Chicago Transit Authority	Los Angeles County, Metropolitan
	Transport Authority
Southeastern Pennsylvania	San Francisco Municipal Railway
Transportation Authority	
Washington Metropolitan Area	Orange County
Transportation Authority	Transportation Authority
King County DOT Seattle	Alameda Contra Costa
	Transit District
Metropolitan Transit Authority of	Santa Cruz Metro
Harris County* (Texas)	
Miami-Dade Transit	Golden Gate Transit System
Tri-County Metropolitan	
Transportation District of Oregon	
City & County of Honolulu Dept. of	
Transportation Services	

^{•*}Harris County does not allow any for-profit advertising.

New York City Public Transit





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For more information visit www.marininstitute.org

Free Your Festival tools available in English & Spanish



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