



"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 re-appear (\$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 Transportation Authority	San Francisco Municipal Railway
Washington Metropolitan Area Transportation Authority	Orange County Transportation Authority
King County DOT Seattle	Alameda Contra Costa Transit District
Metropolitan Transit Authority of Harris County* (Texas)	Santa Cruz Metro
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

EXAMINE

ART kills plan or alcohol ads after complaints

Effect on children cited in policy reversal

Alcohol ads lifted

San Francisco at shelters

THE VOICE

Drink promotions near city
schools violate deal with Muni

ORNIA

ward looking at taxes on malt drinks

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Alcohol-Industry Watch
Launches a Web Service
To Facilitate Complaints

WEDNESDAY, FEBRUARY 2, 2005
Advertising / By Christopher Lawton

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THE WALL STREET

Viewers Can 'Talk Back' to Beer Ads

"These are transitional drinks
from soda pop to alcohol.
It's like putting training wheels
on cocktails."

Laurie Leiber, the Marin Institute

SAN FRANCISCO

Booze ads banned on bus shelter

Panel will consider
classifying 'alcopops'
as distilled spirits

San Francisco
THE VOICE OF THE WEST

THURSDAY, JANUARY 18, 2007