

# PILLAR OF FIRE

— HAVE FAITH IN GOD —

RELIGIOUS ~ EDUCATIONAL ~ BENEVOLENT



INTERNATIONAL HEADQUARTERS  
ZAREPHATH, N.J

BISHOP WILLIAM O. CRUVER  
PASTOR AND REPRESENTATIVE

CHURCH and SCHOOL  
SYCAMORE GROVE SCHOOL

4900 North Figueroa Street, Los Angeles, California 90042

CHURCH (323) 256-2411 \* SCHOOL (323) 256-6550

December 20, 2011

Los Angeles City Council  
200 N. Spring Street  
Los Angeles, CA 90012

via fax: (213) 473-6925

Re: **SUPPORT** prohibiting alcohol advertising on Los Angeles City Public Property  
(Council File 11-1429)

Dear Councilmember Mitchell Englander,

As concerned community members we are troubled by the advertisement of alcohol on public property. At a time when there is a lack of services to treat alcohol related harms, the City of Los Angeles should not participate as a promoter of alcohol. Councilmember Richard Alarcón agreed with us and introduced a motion (Council File 11-1429) directing the City Attorney to prepare an ordinance prohibiting alcohol advertising on city-owned and controlled property.

Families and youth utilize city owned and controlled property on a daily basis, such as school buildings, recreation centers, libraries and bus shelters. To the extent that commercial advertising is allowed in these public facilities, the City of Los Angeles can play a positive role in reducing exposure of alcohol advertising. **We ask that as the Chair of the Public Safety Committee you add your vote in support of prohibiting alcohol advertising on city-owned and controlled property.**

The L.A. County Department of Public Health recommends "reducing alcohol advertising in public spaces and in areas commonly seen by minors," as a way to help discourage underage drinking. Currently the Los Angeles MTA does not allow alcohol advertising on its buses, trains and other transit facilities.

We would like to clarify that local government has the legal and constitutional right to ban alcohol ads on its property. We hope that you can consider this request and look at the cost of

alcohol in a way that can truly capture the economic impact it has on Los Angeles City services and the community at large.

We respectfully urge you to adopt a citywide policy prohibiting alcohol ads on public property.

Sincerely,

A handwritten signature in cursive script that reads "William Cruver". The signature is written in black ink and is positioned above the printed name and title.

Bishop William Cruver  
Pastor, Pillar of Fire Church

CC: John A. White, Legislative Assistant Public Safety Committee fax: 213-978-1079



Sycamore Grove School  
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Sincerely,

Denise R. Simpson, Principal  
Sycamore Grove School

CC: John A. White, Legislative Assistant Public Safety Committee fax: 213-978-1079