

Mexican History Foundation  
P.O. Box 32493  
Los Angeles, CA 90032

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,

History teaches us that many times what seems to be an important economic stimulus can be a disaster as a health problem, i.e. the promotion of tobacco products through government subsidies leading to devastating terminal illnesses.

The government promotion of alcohol products can only lead to similar results. When you weight the negative results of abusive alcohol consumption, such as domestic violence, DUI arrests, vehicular accidents and deaths and the costs of dealing with chronic expensive health problems, it makes no sense for the citizen's government to sell it short.

Your vote in making sure that the health and welfare of the public is of prime importance beyond any incomparable economic return is extremely important. Do the right thing for the People of Los Angeles by supporting the **Prohibiting of Alcohol Advertising on Los Angeles City Public Property (Council File 11-1429)**.

As a resident and citizen of Los Angeles I can personally attest that this is the right course of action. As a volunteer religious teacher, former detention minister and board member of my neighborhood council I thank you in advance for your positive consideration of this matter.

Sincerely,

Hugo L. Pacheco  
Mexican American History Foundation  
Sacred Heart of Jesus Volunteer  
Member of the LA-32 Neighborhood Council  
323-528-7605

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



# A NEW PATH

## Parents for Addiction Treatment & Healing

March 2, 2012

**Executive Director**  
**Gretchen Burns Bergman**  
 Co-Founder

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

via fax: (213) 473-6925

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**Chris Bryan**  
**Anita Fisher**

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

Dear Councilmember Mitchell Englander,

A New PATH (Parents for Addiction Treatment & Healing), is a non-profit organization whose mission is to reduce the stigma associated with addictive illness through education and compassionate support and to advocate for therapeutic rather than punitive drug policies.

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,

Gretchen Burns Bergman  
 Co-Founder & Executive Director  
 A New PATH

Julia Negron  
 Director, L.A. Chapter  
 A New PATH

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

**Chief Operating Officer**  
**Dee Dee Sagun**



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VIA FAX: 213-473-6925

March 2, 2012

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

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 and with recent studies showing that there is a link between alcohol use and gun related deaths, 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.***

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Sincerely,

Margot Bennett, MBA  
Executive Director

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

preventing bloodshed  
saving lives  
making connections