

11600 Eldridge Avenue
Lake View Terrace, CA 91342

T818 686 3011
F818 896 4859
www.phoenixhouse.org



Phoenix House
Rising Above Addiction

Facsimile cover letter

Date: 08/16/12

To: Honorable Councilmember Mitchell Englander
Public Safety Committee
Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

Fax: 213-978-1079

From: Phoenix House

Subject: Support prohibiting alcohol advertising on Los Angeles City
Public Property (Council File 11-1429)

Number of pages sent: 2, including this sheet

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Phoenix House
Rising Above Addiction

August 15, 2012

Public Safety Committee
Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012
via fax: 213-978-1079

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

Honorable Councilmember Mitchell Englander,

Phoenix House is the nation's leading provider of substance abuse treatment services to adults and adolescents, operating in California since 1979. As professionals and concerned community members we are very much concerned about the advertisement of alcohol on public property. At a time of diminishing availability of treatment services, due to fiscal constraints, the City of Los Angeles should not participate as a promoter of alcohol. To that end, Councilmember Richard Alarcón has introduced a motion (Council File 11-1429) directing the City Attorney to prepare an ordinance prohibiting alcohol advertisement 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. Since families and youth utilize city owned and controlled property, such as recreation centers, libraries and bus shelters on a daily basis, *we ask that as the Chair of the Public Safety Committee you add your vote in support of prohibiting alcohol advertisement on city-owned and controlled property.*

Your support and consideration of this request is very much appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pouria Abbassi', with a long, sweeping horizontal stroke extending to the right.

Pouria Abbassi, P.E.
Sr. Vice President, Regional Director

To:
From: Janice Foss
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L.A. City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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.

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 should play a positive role in reducing exposure to alcohol ads.

I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses.

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Janice Foss
2435 Colusa St
Pico, CA, 94564

DATE: August 15, 2012	
TO: Councilmember Mitchell Englander	FR: Institute for Public Strategies
CO: Public Safety Committee	Office: 310-215-9924
FAX: 213-978-1079	# PP: 2 (including cover sheet)
RE: Council File 11-1429 , Support prohibiting alcohol advertising on Los Angeles City Public Property	



August 15, 2012

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

via fax: 213-978-1079

**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,

Brenda Simmons
Project Director
LA County Project

DATE: August 15, 2012	
TO: John A. White	FR: Institute for Public Strategies
CO: Public Safety Committee	Office: 310-215-9924
FAX: 213-978-1079	# PP: 11 (including cover sheet)
RE: Council File 11-1429 , Prohibiting Alcohol Advertising on City-Owned and Controlled Property	



August 15, 2012

Gerry F. Miller
Chief Legislative Analyst
Room 255, City Hall
200 North Spring Street
Los Angeles, CA 90012

RE: **Council File 11-1429**, PROHIBITING ALCOHOL ADVERTISING ON CITY-OWNED AND CONTROLLED PROPERTY

Dear Mr. Miller:

As part of the Coalition to Ban Alcohol Ads on Public Property in Los Angeles, we are contributing some information in regards to the questions proposed by the Public Safety Committee held on June 13, 2012.

Please know that we are submitting information based on our expertise in Environmental Prevention dealing with underage and binge drinking.

Best regards,

Brenda Simmons
Project Director
Los Angeles County Project

Alcohol Advertising Questions

1. What is the association between outdoor alcoholic beverage advertising and youth consumption?

Adolescents may be especially attracted to risky branded products that, in their view, provide immediate gratification, thrills, and/or social status. Because of the adolescent brain's rapid change or "plasticity," harmful products may pose more of a risk to adolescents than to adults; for example, the likelihood of addiction appears to be higher. The main implication of our review is that policy officials may want to consider comprehensive federal legislation to protect adolescents from advertising and promotions for high-risk, addictive products as much as is feasible given constitutional constraints. Of particular concern are marketing materials that seem to be especially attractive to adolescents, including depictions of risky, impulsive behavior and psychosocial, image benefits.

Source:

<http://www.marketingpower.com/ResourceLibrary/Publications/JournalofPublicPolicyandMarketing/2005/24/2/jppm.24.2.202.pdf>

4. Have other cities that enacted similar legislation seen a reduction in under-aged drinking? How did they measure it?

Eight major US cities have banned alcohol advertising on public transit- Seattle, San Francisco, Houston, Chicago, Miami, Washington DC and Philadelphia.

Source:

Massachusetts Banding Together Against Alcohol Advertising, <http://www.abbiegreen.com/uploads/MBTAA-PressRelease-DEC08.pdf>

*The following information has been gathered from the book, **Reducing Underage Drinking: A Collective Responsibility**, The National Academies Press, Copyright 2004.*

In modern alcohol markets, the advertising and promotion of alcohol are central to the product itself. Whereas in earlier eras, alcohol may have been marketed based on the quality, purity, and price of the product, now the identity of the brand is paramount (Jernigan, 2001). As the Chief Executive Office of a leading Asian brewer remarked, "A beer is a beer is a beer ... so therefore it is all about brands ... We are not selling beer, we are selling image" (quoted in Jernigan, 1997:9).

Marketing is what creates brands and brand images. In the past 20 years, viewing alcohol marketing as confined to advertising has become more inaccurate. A total marketing strategy has five steps: product development, pricing, market segmentation and targeting, advertising and promotion campaigns, and physical availability (Cowan and Mosher, 1985). Pricing the product so that it is affordable to the target consumer and making it available wherever those consumers may be are important parts of the marketing mix that are beyond the scope of this chapter. Following a brief discussion of market segmentation and targeting, this chapter will focus on the areas of new product development and advertising and promotion.

Market segmentation and target marketing are standard business practices that assist in expanding the number of consumers in the population (Kotler, 1992). The NHSDA shows that nonwhites drink less than whites (National Institute on Drug Abuse, 2002). Nonwhites and other lower consuming groups are thus particularly important to the growth of the market (Scott et al., 1992). Notably, recent research suggests that alcohol availability and advertising, particularly billboard and point-of-purchase advertising, are becoming significantly more prevalent in African-American and Latino communities (Altman et al., 1991; Alaniz, 1998; Alaniz and Wilkes, 1998). Women are also a critical area for market growth because prevalence of alcohol use is lower among women for all groups except 12-to 17-year-olds, and heavy use is more common in all age groups among males. Finally, evidence shows that young people are also a target audience for the marketers. This will be discussed in greater detail.

Advertising and Promotion

In 1985 August Busch III, now Chairman of the Board and President of the Anheuser-Busch Companies, described the marketing strategy of what has become the world's largest brewer: "Advertising is joined by sales promotion, merchandising, field sales, sales training, and sports programming, enabling us to market not only on a national plane, but also at the grass-roots level" (McBride and Mosher, 1985:143). The ability of the industry to market at the grass-roots level has increased in recent years through the use of technologies such as the Internet; the adoption of racial, ethnic, and other holidays and celebrations, such as Cinco de Mayo and Halloween, as alcohol marketing opportunities (Alaniz and Wilkes, 1998); and the expansion of sponsorship from sporting events to popular musicconcerts to events in which alcohol is often a central part of the activities such as the recent "Mardi Gras" celebrations put on by Diageo in Seattle and Philadelphia.

This growth in the importance of non-measured marketing expenditures and activities is in keeping with a trend among consumer product producers in the United States in general. Corporations as diverse as Nike, Kraft, and Intel have demonstrated to the business world the value of brands, as opposed to manufacturing facilities or processes or other hard assets. According to the 1998 United Nations Human Development Report, global advertising spending is now outpacing the growth of the world economy by a third (Klein, 1999). Among U.S. brand names, the ratio spent on direct advertising as opposed to other promotional activities flipped between the years 1983 and 1993. By the latter year, only 25 percent of total spending went to direct advertising, while 75 percent went to other promotional activities, such as sponsorships, product tie-ins and placements, contests and sweepstakes, and special promotions. The FTC (1999) estimate that the costs of non-measured alcohol marketing activities are two to three times the costs of measured expenses suggests that alcohol companies are not an exception to this trend.

These kinds of marketing practices have the potential to embed brands in the lives and lifestyles of consumers, creating an intimate relationship and sense of kinship between the brand and the user, to the point that "... the brand becomes an extension or an integral part of the self" (Aaker, 1996:156). Alcohol marketers themselves speak in the language of intimacy and relationships when they describe what they are doing. Diageo's director of

global commercial strategy, Ivan Menezes, described the company's approach to marketing Johnnie Walker whisky:

We've got to own the emotional heartland of the category and connect with the consumer in a way that goes beyond the rational aspects of the brand ... The emotional high ground we believe Johnnie Walker [whisky] can hold surrounds the area of inspiring personal progress. That whole area carries a set of values that works extremely well across borders (quoted in Fleming and Zwiebach, 1999:18).

Thus it is not a whisky but a set of values that is being marketed. In Malaysia, this led to a Johnnie Walker-sponsored and branded campaign where consumers were asked to choose their favorite role model from among six major world figures. The list included Martin Luther King, Jr., Nelson Mandela, Mother Theresa, and, to the dismay of the local Indian community, the abstaining and temperance-advocating Mahatma Gandhi (Assunta, 2001).

This example illustrates the new form that marketing is increasingly taking. As described by Canadian journalist Naomi Klein (1999:21):

The old paradigm had it that all marketing was selling a product. In the new model, however, the product always takes a back seat to the real product, the brand, and the selling of the brand acquires an extra component that can only be described as spiritual. Advertising is about hawking product. Branding, in its truest and most advanced incarnations, is about corporate transcendence ... the products that will flourish in the future will be the ones present not as "commodities" but as concepts: The brand as experience, as lifestyle.

As described, these marketing techniques seek to create a unique experience that consumers identify with the product. For many products, including beer, this experience is also quintessentially a youth experience. Across products, the ubiquity of the global mass media has contributed to the emergence of a global mass youth culture, or rather, a set of youth subcultures. Seabrook (2000:163) describes the relationship of these subcultures to brands:

The branding is done by combining a commercial trademark with one or another sub-cultural motif, a subculture the buyer belongs to or wants to join ... The brand is the price of your admission to this subculture. The brand is neither quite marketing nor culture; it's like the catalyst, the filament of platinum that makes culture and marketing combine.

Successful youth brands not only attach themselves to the subculture, but as Seabrook indicates, position themselves to be among its defining features. Some of the newest alcohol products attach themselves to the all-night clubbing scene. Energy drinks, loaded with caffeine, help young people to stay awake through all-night activities such as clubbing. Premixed energy drinks were a natural successor to the common practice of mixing nonalcoholic energy drinks such as Red Bull with vodka or other distilled spirits. In 1998, a U.K. start-up company called GBL International introduced a premixed vodka and energy drink called "Vodka Kick." Now imported into the United States and Asia as well as the rest of Europe, the product comes in a range of fruity flavors and bright colors. The company's total revenue grew 154-fold between 1998 and 2001 (GBL International, 2002). Virgin, the firm that broke a longstanding self-imposed ban on broadcast advertising by spirits marketers in the United Kingdom, introduced two new "energy drinks," one alcoholic and one nonalcoholic, in that country in the spring of 2000. Months later, the makers of the hypercaffeinated Jolt Cola in the United States introduced another new category, alcoholic spring water. DNA Alcoholic Spring Water is dubbed the "pure water that's lost its innocence," and contains spring water, fruit flavors, and 5 percent alcohol (Food Management, 2000). Finally, the popularity of premixed cocktails such as the Kahlua drinks Mudslide and B-52 prompted Brown-Forman Beverages to introduce Jack Daniels Hard Cola in the summer of 2002, with a Web site that includes online games, music samples, and free downloads.

The marketing of these beverages provides a case study in embedding products in young people's lifestyles and daily practices. Although the alcoholic beverage industry is not the only industry to develop and employ such marketing strategies, some brewers have been early adopters of these strategies. For example the Internet has

become an important channel for alcohol companies. Marketing beer to young people via the Internet made headlines in the United States in 1998, when a media watchdog group charged that 82 percent of beer industry sites were using marketing tactics attractive to youth, such as contests, games, slang, and cartoons (Center for Media Education, 1998). Internet sites seek out "sticky content," that is, activities that will keep users at the site for long periods of time and cause them to return frequently. Anheuser-Busch has also used "viral marketing" techniques on its site to encourage users to bring their friends to the site, including features that permit users to send e-mail and mobile phone text messages to friends using the "Whassup" phrase made popular in the company's television ads (Cooke et al., 2002). Little research has been done to date on the impact of such marketing on young people. However, according to *Marketing Week*, young people are the heaviest Internet users in developed countries (Buckley, 1998).

Paid placements of products in films, television, books, and video games is another way to embed alcoholic beverages in the daily lives of young people. Anheuser-Busch established its own placement firm in 1988, becoming the first company and the first brewery to do so. Anheuser-Busch products have appeared in films and on such television shows as *Survivor*. Heineken has been very active in this area in recent years, with paid placements in and merchandising tie-ins with *Austin Powers* and *James Bond* movies. *Godzilla* has promoted Kirin beer, with an accompanying sweepstakes offering 6-foot inflatable *Godzillas*. Carlsberg was prominently featured in the recent *Spiderman* film.

Identifying the product with popular music is also standard marketing practice. After an advertising agency survey found that the Budweiser frogs and lizards were the most popular out of 240 commercials ranked by children, including spots for McDonalds and Barbie, an *Advertising Age* editorial complained about a new CD compiled and released by Anheuser-Busch. Titled "Wrong Gig for Bud Ads," the editorial charged that the CD compilation of its controversial cartoon lizards' favorite hits from the 1960s, '70s and '80s was an instance of inappropriate marketing to young people (*Advertising Age*, 1999).

There is a two-decade history of beer and other alcohol sponsorships of rock concerts. Latino groups charged Bacardi with targeting young Latinas by using Gloria Estefan's comeback tour in the early 1990s as an opportunity to promote the Bacardi Breezer wine cooler (Jernigan and Wright, 1994). Miller and Molson's "Blind Date" concerts in North America have paved new ground by featuring the Miller brand far more prominently than the bands involved. The concerts were held in clubs much smaller than the usual venues, and the identity of the band was kept a secret until patrons had already arrived. Thus the name people associated with the event was Miller rather than the performers'—as one concert promoter put it, "In a funny way the beer is bigger than the band" (Klein, 1999:48).

Spirits marketers are increasingly copying the techniques of the beer companies. This may be in part to counter falling consumption among their older consumers. One trade journal reported that the entire scotch category was bent on reinventing itself, targeting young people with pin-up girls, "cool" graphics, irreverence, and rock concert sponsorships (Furlotte, 2000). For example, Cutty Sark scotch whisky reversed its decline in U.S sales by taking on a new, beer-like theme: "Booze, Babes and Bands." Three rock-and-roll tours promoted the brand, while outlets offered free playing cards, t-shirts, and caps (Kane's Beverage Week, 2000), and the www.cuttysarkusa.com Web site offered sexually explicit downloadable movies of a Cutty Sark party at Mardi Gras. Smirnoff billboards took on beer directly as a competitor, through billboards depicting a Smirnoff vodka bottle lying on its side against a red background with the caption, "Beer doesn't mix well with cranberries."

While overall vodka sales were dropping, Skyy Vodka sales increased by 21 percent as the company focused on promotions and advertisements in hip clubs and in media outlets such as *Spin* magazine, with substantial overrepresentation of young people in its readership (Fulmer, 1999; Center on Alcohol Marketing and Youth, 2002). Courvoisier brandy spent \$5 million to target young African Americans in the hip-hop culture, using event sponsorships, billboards, and print advertising (Stamler, 2000). The brand achieved double-digit sales increases when hip-hop stars Busta Rhymes and Sean ("P. Diddy") Combs released the single "Pass the Courvoisier." Although Rhymes and Combs did not receive compensation from Courvoisier for featuring the brand, their

demonstration of the selling power of hip-hop prompted leading hip-hop label Island Def Jam records to purchase and take over the marketing of Armadale Vodka (Holloway, 2002).

THE UNITED STATES ALCOHOL INDUSTRY

Behind this marketing is a small group of companies. Looking at the overall market, in 2000 four companies sold more than half of the alcohol in the United States, measured in pure alcohol: Anheuser-Busch (28.4 percent), Miller Brewing (12.1 percent), Diageo (6.2 percent), and Coors Brewing (6.1 percent) (calculated from Impact Databank, 2001a,b; Impact Databank, 2002a,b). Breaking the figures out into the three principal market sectors—beer, distilled spirits, and wine—the leading five companies in each sector account for more than half of U.S. sales in that sector. Table 12-1 shows the leading companies in each category.

There is considerable overlap in ownership, particularly in the wine and spirits segments. In addition to Constellation Brands, which ranks among the top five in both spirits and wine, Brown-Forman Beverages Worldwide (the sixth largest distiller), UDV/Diageo, Allied-Domecq, and Bacardi-Martini all have substantial interests in both segments. The advent of the “malternatives” category has brought about new collaboration among spirits and beer companies: Miller produces malternatives with Allied-Domecq and Gruppo Campari brand names, while Anheuser-Busch makes Bacardi Silver for the eponymous spirits maker.

TABLE 12-1 Leading U.S. Alcohol Marketers

Company	% Share of Market ^a
Beer	
Anheuser-Busch, Inc.	49.7
Miller Brewing Co. (Philip Morris) ^b	19.9
Coors Brewing Co.	10.4
Pabst Brewing Co.	4.4
Heineken USA, Inc.	2.4

Total top five	86.8
Distilled Spirits	
Guinness-UDV (Diageo)	21.5
Future Brands LLC ^e	13.2
Constellation Brands, Inc.	10.0
Bacardi-Martini USA, Inc.	7.7
Allied-Domecq Spirits, USA	6.6
Total top five	59.0
Wine	
E. & J. Gallo Winery	22.3
Constellation Brands, Inc.	14.9
The Wine Group	12.0
Robert Mondavi Winery	3.6
Trincherro Family Estates	3.5
Total top five	56.3

^a2001 figures for beer; 2000 figures for distilled spirits and wine.

^bMajority sold to South African Breweries in 2002; Philip Morris retains 20 percent interest.

^cJoint venture between Jim Beam Brands and Vin and Spirit to market both companies' brands in the United States.

SOURCE: Reducing Underage Drinking: A Collective Responsibility, <http://www.nap.edu/catalog/10729.html>

Other Sources:

Impact Databank (2001a); Impact Databank (2001b); Impact Databank (2002a).

American Academy of Pediatrics-http://communication.wsu.edu/mcmhp/pdf/AAP_statement.pdf

Koreatown Youth & Community Center



KYCC Children and Family Services – Wilton Site
680 South Wilton Place
Los Angeles, CA 90005
Phone: (213) 365-7400
Fax: (213) 383-1280

Fax Cover Sheet

Date: 08/14/12 Pages (including cover sheet): 2
To: John A. White Co / Dept: Public Safety Committee
Fax: (213) 978-1079 Phone: _____
From: Carol Lee Dept: KYCC

Re: Support prohibiting alcohol ads on LA City Property

Comments:

Koreatown Youth and Community Center endorsement of prohibiting alcohol advertising on Los Angeles City Public Property (Council File 11-1429)

Personal & Confidential

This message is intended for the use of the addressee and may contain information that is privileged, confidential, and exempt. If you are not the intended recipient or the agent responsible for delivering the message, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you received this message in error, please notify us by telephone and return the original message to us via mail.



"Our Town, Your Town, Koreatown. Improving Quality of Life for Over 35 Years."

August 13, 2012

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,

On behalf of Koreatown Youth and Community Center (KYCC), I ask you to support a citywide ordinance prohibiting alcohol advertising in future city contracts. 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. *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,

John Ho Song
Executive Director

Main Office
3727 W. 6th St. Suite 300
Los Angeles, CA 90020-5105
(213) 365-7400
(213) 927-0017 fax

Children & Family Services
680 South Wilton Place
Los Angeles, CA 90005-3200
(213) 365-7400
(213) 383-1280 fax

Children's Center
1140 Crenshaw Boulevard
Los Angeles, CA 90019-3146
(323) 297-0038
(323) 297-0042 fax

Environmental Services
1319 West Pico Street
Los Angeles, CA 90015-2421
(213) 743-8750
(213) 743-8755 fax

Koreatown Youth & Community Center



KYCC Children and Family Services – Wilton Site
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200 N. Spring Street
Los Angeles, CA 90012

via fax: (213) 473-6925

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(Council File 11-1429)**

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*John A. White
Legislative Ass. Public Safety
Comm
fax*

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1319 West Pico Street
Los Angeles, CA 90015-2421
(213) 743-8750
(213) 743-8755 fax

To:
From Achmad Chadran
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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

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 should play a positive role in reducing exposure to alcohol ads.

I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Achmad Chadran
206 Stow Rd
Harvard, MA, 01451

To:
From Rachel Moulton
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Rachel Moulton
151 S University Ave Ste 3200
Provo, UT, 84601

To:
From: CAROLL FOWLER
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

Although I do not live in your county, I have a number of relatives who do, some of whom are adolescents.

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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

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 should play a positive role in reducing exposure to alcohol ads.

I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L A residents and visitors, especially our youth
Sincerely,

CAROLL FOWLER
243 Poplar Ave
Hayward, CA, 94541

To:
From: Karen Kuhn
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Karen Kuhn
1904 5th Ave
San Rafael, CA, 94901

To:
From: Donnamarie Scippa
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Donnamarie Scippa
PO Box 602
Mill Valley, CA, 94942

To:
From Marsha Epstein
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a physician and concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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

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 should play a positive role in reducing exposure to alcohol ads.

I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Marsha Epstein
3200 Butler Ave
Los Angeles, CA, 90066

To:
From: Joan Abruzzo
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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

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I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Joan Abruzzo
1815 21 5th St Apt 4K
Bayside, NY, 11360

To:
From: Melinda Cotton
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

My husband and I often are in Los Angeles attending events at the Music Center and Center Theatre Group, dining with friends, attending movies, etc

We are definitely turned off by alcohol ads on public property. They are totally counter to the public need to discourage young people from overindulging in beer, wine and hard liquor. Please do not allow these types of ads on public property. Too many citizens are killed or injured each year by drunk drivers. Please help discourage DUIs.

At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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.

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 should play a positive role in reducing exposure to alcohol ads.

I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses.

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L A residents and visitors, especially our youth.
Sincerely,

Melinda Cotton
PO Box 3310
Long Beach, CA, 90803

To:
From: Marsha Benz
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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

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I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Marsha Benz
304 3rd St
Ann Arbor, MI, 48103

To:
From: Anthony Ramirez
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned citizen I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own 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.

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 should play a positive role in reducing exposure to alcohol ads.

I respectfully ask that as members of the City Public Safety Committee, you ban alcohol ads on public property to benefit youth and reduce alcohol related public safety expenses.

Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families

Please protect the health and safety of all L A residents and visitors, especially our youth
Sincerely,

Anthony Ramirez
12316 Lima Dr
Silver Spring, MD, 20904

To:
From: Jon Moltmann
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Jon Moltmann
1424 SE Anspach St
Milwauke, OR, 97267

To:
From Nancy Boyce
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

Nancy Boyce
47 Partridge Dr
San Rafael, CA, 94901

To:
From: john martinez
Subj: SUPPORT Prohibiting Alcohol Ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

john martinez
323 N Soto St
Los Angeles, CA, 90033

3. What impact will banning alcoholic beverage advertising on City-owned property have on underage drinking? How would it be measured?

A ban on alcohol advertising on City-owned property will reduce repetitive, unavoidable, excessive youth exposure to alcohol ads. Given the associations between alcohol advertising and youth drinking behaviors, such a ban will likely lower the risk of underage youth to start drinking earlier, to drink alcohol, and to consume more if they are already drinkers. Again, the more alcohol ads youth see, the more likely they are to drink, to start drinking at an earlier age, and to drink more. Without a ban on ads for alcohol products on City-owned property, excessive youth exposure to alcohol ads— along with related behaviors and harm—will continue.

Questions 14 and 15:

This is irrelevant to a ban on outdoor alcohol advertising. Public service announcements (PSAs) are not an effective prevention strategy.

16. Would PSAs or educational ad campaigns be an effective alternative to banning?

No. There is no evidence to support that PSAs or educational ad campaigns are an effective alternative. Public service announcements (PSAs) are not an effective prevention strategy, nor are they an effective counter-message for the expensive, well-made, pro-drinking messages in paid advertising campaigns that appear much more frequently and involve much more extensive exposure.¹² Many PSAs/campaigns are sponsored, paid for, and/or created by or in partnership with alcohol corporations. Thus, PSAs provide cover for alcohol companies to say that they are "responsible" corporate citizens, while the companies spend millions on alcohol advertising and promotion that overexposes underage youth.¹³

20. Have other cities banned outdoor alcoholic beverage advertising? Are the bans currently in effect or awaiting the termination of existing contracts?

Other cities that have banned outdoor alcohol advertising include Baltimore, MD; Detroit, MI; Philadelphia, PA; and San Diego, CA.¹⁴ This list is not exhaustive. However, the proposal in Los Angeles is not a proposal to ban all outdoor advertising on private property.

A more pertinent question is actually whether other cities (counties or transit districts) have banned outdoor alcohol beverage advertising on their property or authorized through their advertising contracts. Of ALL major urban areas in the United States, only New York City, Boston, Chicago and Los Angeles allow city/county/transit district contracts with outdoor advertising of alcohol except licensed events and stadiums. Every other major metropolitan center in California, as well as cities such as Houston, Seattle, Cleveland, Atlanta, and Washington DC, does not allow such advertising. San Francisco, for example, explicitly bans

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outdoor advertising of alcohol and a few current contracts allowing such contracts are exempted and terming out.

Questions 5, 6, 7, 8, 9, 10, 12, 17, 18, 19, and 22:

Questions for the City.

Questions 11 and 13

Question for the City regarding how contracts are constructed.

Questions 4 and 21

Would need to ask those cities and authorities.

¹ U.S. Department of Health and Human Services. The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007.

² Foster et al (2003). Alcohol consumption and expenditures for underage drinking and adult excessive drinking. JAMA.

³ Center on Alcohol Marketing and Youth (2004). Model statutory language restricting alcohol advertising and alcohol sponsorship. http://www.camy.org/action/Legal_Resources/Billboard_Model_Statute.pdf

⁴ Anderson et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. Special Issue: The message and the media. Alcohol and Alcoholism, 44, 229-243.

⁵ Austin EW & Knaus C. (2000). Predicting the potential for risky behavior among those "too young" to drink as the result of appealing advertising. Journal of Health Communication, 5, 13-27.

⁶ Gomes L and Simon M. (2008). Why Big Alcohol can't police itself: A review of advertising self-regulation in the distilled spirits industry.

⁷ Center on Alcohol Marketing and Youth (2004). Model statutory language restricting alcohol advertising and alcohol sponsorship. http://www.camy.org/action/Legal_Resources/Billboard_Model_Statute.pdf

⁸ Snyder et al (2008). Effects of alcohol advertising exposure on drinking among youth. Archives of Pediatrics and Adolescent Medicine, 160, 18-24.

⁹ Safer H and Dave D. (2006). Alcohol advertising and alcohol consumption by adolescents. Health Econ., 15: 617-637.

¹⁰ Pasch K et al (2007). Outdoor alcohol advertising near schools: What does it advertise and how is it related to intentions and use of alcohol among young adolescents? *Journal of Studies of Alcohol and Drugs*, 68; 587-596.

¹¹ Kelly B et al. (2008). The commercial food landscape: Outdoor food advertising around primary schools in Australia. *Australian and New Zealand Journal of Public Health*, 32(6); 522-528

¹² Babor T et al (2010). *Alcohol: No ordinary commodity. Research and public policy*. Second edition. New York: Oxford University Press.

¹³ Babor T et al (2010). *Alcohol: No ordinary commodity. Research and public policy*. Second edition. New York: Oxford University Press.

¹⁴ Treffers R and Simon M. (2009). *Out-of-home alcohol advertising: A 21st century guide to effective regulation*.



FAX COVER SHEET

To: John White	From: Sarah Mart
FAX: 213.978.1079	FAX:
Phone:	Phone: 415.257.2485
Pages (including cover): 4	Date: 8.8.12

Message:

To: John White,
legislative Assistant,
Public Safety Committee



The Industry Watchdog

August 8, 2012

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,

Thank you for the opportunity to offer responses to questions posed by the Public Safety Committee on June 13, 2012 to Gerry F. Miller, Chief Legislative Analyst, with regard to (Council File 11-1429) RE: PROHIBITING ALCOHOL ADVERTISING ON CITY-OWNED AND CONTROLLED PROPERTY. The Public Safety Committee asked that with the assistance of the City Administrative Officer, Mr. Miller prepare a comprehensive report relative to this matter and responses to a set of questions.

Alcohol Justice is a member of the Los Angeles Coalition to Ban Alcohol Ads on Public Property, and has more than 20 years of experience working to reduce the harm caused to individuals and communities by alcohol. To do this, we promote evidence-based public health policies and organize campaigns with diverse communities and youth against the alcohol industry's harmful practices. Restricting alcohol advertising on city property is one of the evidence-based alcohol policies.

Please see our responses below to the Public Safety Committee's questions. If you have any questions, please do not hesitate to contact us.

Best,

A handwritten signature in black ink, appearing to read "Sarah Mart", written over a white background.

Sarah Mart, MS, MPH
Director of Research

RE: PROHIBITING ALCOHOL ADVERTISING ON CITY-OWNED AND CONTROLLED PROPERTY (Council File 11-1429)

1. What is the association between outdoor alcoholic beverage advertising and youth consumption?

Alcohol is the number one drug of choice among youth of all ages, at federal, state, and local levels. Underage drinking is associated with academic failure, illicit drug use, tobacco use, and a range of harmful physical effects from hangovers to alcohol poisoning.¹ Alcohol is an estimated \$116 billion-per-year industry in the U.S., and underage drinkers are responsible for 20% of all alcohol consumed and for 19% (or \$22.5 billion) of alcohol industry revenues.²

The connection between exposure to alcohol advertising and drinking in youth is well documented, from both the federal courts and extensive research findings:

- Alcohol beverage advertising influences underage consumption of advertised products.³
- The more alcohol ads kids see, the more likely they are to drink, to start drinking at an earlier age, and to drink more.⁴
- Exposure to alcohol advertising increases positive expectancies and attitudes about alcoholic beverages and drinking behaviors in youth populations, creating an environment that promotes drinking to youth.⁵
- Advertisements promoting alcoholic beverages are pervasive, and oversight is left to ineffective self-regulation by the alcohol industry.⁶

In 2005, the alcohol industry spent more than \$2 billion on television, radio, print, outdoor, and newspaper advertisements. Outdoor advertising is a particularly attractive media buy for alcohol companies, because everyone, regardless of age, can see it. Billboards and other publicly visible ads are a unique and distinguishable type of brand marketing that exposes the public to solicitation that is both involuntary and unavoidable.⁷

Even the most vigilant of parents cannot protect their children from exposure to out-of-home alcohol ads--they would have to keep their kids from doing things like walking or riding to school, riding the bus, riding in cars, and going to outdoor events.

Youth in markets with greater alcohol advertising expenditures drink more; each additional dollar spent on alcohol advertising raises the number of drinks consumed by 3%.⁸ Other studies have reported similar relationships, including a 2006 study that found reductions in alcohol advertising could produce declines in adolescent alcohol consumption (e.g., a 28% reduction in alcohol advertising would reduce adolescent monthly alcohol participation from 25% to between 24 and 21%, and binge drinking from 12% to between 11 and 8%).⁹

2. How can this association be measured?

Associations have been found between alcohol advertising exposure (the number of outdoor alcohol advertisements within specific geographic areas and/or the amount of money spent on outdoor alcohol advertisements);^{10,11} and youth alcohol consumption, age of first drink, and intent to drink.

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alcoholjustice.org

3. What impact will banning alcoholic beverage advertising on City-owned property have on underage drinking? How would it be measured?

A ban on alcohol advertising on City-owned property will reduce repetitive, unavoidable, excessive youth exposure to alcohol ads. Given the associations between alcohol advertising and youth drinking behaviors, such a ban will likely lower the risk of underage youth to start drinking earlier, to drink alcohol, and to consume more if they are already drinkers. Again, the more alcohol ads youth see, the more likely they are to drink, to start drinking at an earlier age, and to drink more. Without a ban on ads for alcohol products on City-owned property, excessive youth exposure to alcohol ads— along with related behaviors and harm—will continue.

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alcoholjustice.org

To:
From: BRENDA HANKEN
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Know that banning alcohol ads on public property will make a difference and you have the responsibility to look out for the well-being of our young residents and families.

Please protect the health and safety of all L.A. residents and visitors, especially our youth.

Sincerely,

BRENDA HANKEN
291 N Pine St
Monticello, IA, 52310

To:
From: Joseph Pendry
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

Drinking and alcohol abuse does not need to be encouraged.

As a concerned community member I am troubled by alcohol ads on public property. At a time when there is a lack of services to treat alcohol-related harm, the City of Los Angeles should not promote alcohol sales or consumption on its own property.

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Please protect the health and safety of all L A residents and visitors, especially our youth
Sincerely,

Joseph Pendry
PO Box 3346
Freedom, CA, 95019



FAX COVER SHEET

To: JOHN WHITE	From: COALITION TO BAN ALCOHOL ADS ON PUBLIC PROPERTY
FAX: 23 978-1079	FAX: JORGE CASTILLO
Phone:	Phone: 415 257-2488
Pages (including cover):	Date: MAY 25 2012

Message:

PLEASE INCLUDE THE FOLLOWING
PETITIONS UNDER COUNCIL FILE
11-1429

PETICIÓN APOYANDO LA PROHIBICIÓN DE ANUNCIOS DE ALCOHOL EN PROPIEDAD PÚBLICA EN LOS ANGELES

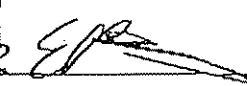

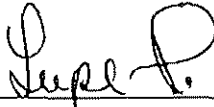
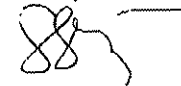

Para el Presidente del Consejo Municipal de Los Angeles Garcetti,
Miembros del Consejo Municipal y el Alcalde Villarraigosa

Los que firmamos somos miembros de la comunidad de la ciudad de Los Angeles y le pedimos a los miembros del Consejo Municipal y al Alcalde Villarraigosa que adopten una ordenanza que prohíba la promoción de alcohol en propiedad pública en la ciudad de Los Angeles.

La conexión que existe entre el consumo de alcohol en la juventud y la publicidad de alcohol en las calles esta muy bien documentada. Simplemente entre más publicidad de alcohol que ven los adolescentes, mayor es la posibilidad de que consumiran alcohol, y lo harán en exceso.

(Council FILE 11-14291)

Organizador de la Petición : _____ Teléfono: _____

NOMBRE	FIRMA	EMAIL	DIRECCIÓN	FECHA
Cecilia Rodriguez			1117 Esperanza St	04/09/12
MARIA DURAN			3568 BESWICK ST	04/09/12
Lupe Pachillo			1040 1/2 Bonnie Beach	4/9/12
Sylvia Nuñez			3456 OPAL ST	4/9/12
Alejandro Nunez			3456 Opal St	4/9/12

Coalition to Ban Alcohol Ads on Public Property in Los Angeles
vayan a NoAlcoholAds.org y registrence para notificaciones
manden la petición via fax a 415 456-0491

FAX 213 978-1079
COUNCIL FILE 11-14291

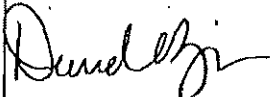

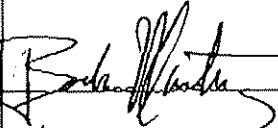
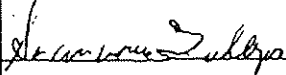
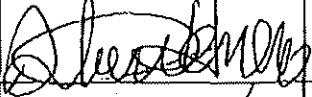
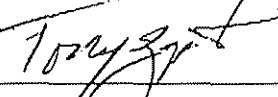

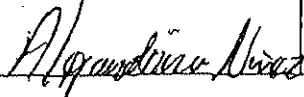
PETITION IN SUPPORT OF PROHIBITING ALCOHOL ADS ON PUBLIC PROPERTY IN LOS ANGELES

To the Los Angeles Council President Garcetti, City Council Members & Mayor Villaraigosa

We, the undersigned residents of Los Angeles California, do hereby petition the City Council Members & Mayor Antonio Villaraigosa to adopt a citywide ordinance prohibiting alcohol ads on public property.

We are deeply troubled by the over abundance of alcohol ads on public property in Los Angeles such as in bus shelters and street furniture. The L.A. 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.

Petition Contact Person: _____ Telephone: _____

FULL NAME	SIGNATURE	EMAIL	ADDRESS	DATE
Diana del Pozo		dianadelpozomora@yahoo.com	343 Malabar St LA CA 90063	4/9/12
Brittany Ponce de Leon		Brittanyjessie7@yahoo.com	3143 Malabar St LA CA 90063	4/9/12
Barbara Martinez		barbara.mtz@aol.com	1141 Waverly St	4-7-12
Francisco Gallegos			3445 L... ST L.A.	4-9-12
Arturo Herrera		—	3438 ... ST	4/9/12
Tony Zepeda			506 S SOTO	4/9/12
Robert Ramirez			3312 GARNET	4/9/12
Alexandra Nunez			648 S ... ST LA 90023	

Coalition to Ban Alcohol Ads on Public Property in Los Angeles
go to NoAlcoholAds.org and sign up for updates
fax the signed petition to 415 456-0491

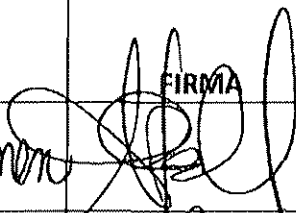
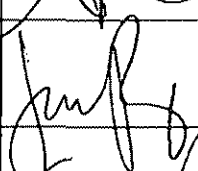
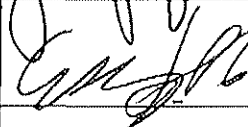
PETICIÓN APOYANDO LA PROHIBICIÓN DE ANUNCIOS DE ALCOHOL EN PROPIEDAD PÚBLICA EN LOS ANGELES

**Para el Presidente del Consejo Municipal de Los Angeles Garcetti,
Miembros del Consejo Municipal y el Alcalde Villaraigosa
Council File 11-1429**

Los que firmamos somos miembros de la comunidad de la ciudad de Los Angeles y le pedimos a los miembros del Consejo Municipal y al Alcalde Villaraigosa que adopten una ordenanza que prohíba la promoción de alcohol en propiedad pública en la ciudad de Los Angeles.

La conexión que existe entre el consumo de alcohol en la juventud y la publicidad de alcohol en las calles esta muy bien documentada. Simplemente entre más publicidad de alcohol que ven los adolescentes, mayor es la posibilidad de que consumieran alcohol, y lo harán en exceso.

Organizador de la Petición : _____ Teléfono: _____

NOMBRE	FIRMA	EMAIL	DIRECCIÓN	FECHA
Anabel Romero		Anab31131@xhoo.com	18005 Fremont Alhambra CA	4/10/12
Jessica Perez		jessicapere@globalnet		4/10/12
Erich Huetten		animemanz@yahoo.com	" " "	4-10-12

Coalición para prohibir la promoción de alcohol en propiedad pública en los Angeles
 Manden por fax la petición a John A. White, Legislative Assistant Public Safety Committee
 213 978-1079 y otro copia fax a la Coalición al 415 456-0491
noalcoholads.org



4/26/12

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 a non-profit group focusing on reducing binge and under-age drinking and drug use among youth in Los Angeles, 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,

Brenda Simmons, Vice President - Institute for Public Strategies

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



FAX COVER SHEET

To: JOHN A. WHITE

From: JORGE CASTILLO

FAX: 213 978-1079

FAX:

Phone:

Phone:

Pages (including cover):

Date:

Message:

PLEASE INCLUDE IN COUNCIL FILE 11-1429

Coalition to Ban Alcohol Ads on Public Property in Los Angeles

February 13, 2012

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,

Former Massachusetts Governor Michael Dukakis and his Wife Kitty Dukakis sent a letter of support to the Coalition to Ban Alcohol Ads on Public Property in Los Angeles. Mr. Dukakis is a visiting professor at UCLA's school of Public Affairs. The letter read as follows:

Like you, Kitty and I have been waging a long battle to get alcohol ads off our metropolitan transit system in Boston and other public property. Regrettably, the previous state administration decided that producing a modest amount of additional advertising revenue was more important than doing its best to help people overcome addiction rather than encourage it. In fact, many of liquor ads that covered buses and street cars on the MBTA appeared deliberately designed for neighborhoods in which large numbers of young people lived near our universities. Apparently, developing a new generation of drinkers was more important than helping these young people to think seriously about the consequences of their drinking.

Fortunately, Governor Patrick and his administration have agreed that this kind of advertising has no place on a public transportation system, and liquor ads on the T will end on July 1.

I hope Los Angeles can take similar steps to get rid of these things. They are an unacceptable use of public property and ought to be banned from it.

Mike and Kitty Dukakis

Ruben Rodriguez, Chair
Coalition to Ban Alcohol Ads on Public Property in Los Angeles

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



1600 20th Street, NW • Washington, D.C. 20009 • 202/588-1000 • www.citizen.org

April 12, 2012

Councilmember Mitchell Englander
Chair, Public Safety Committee
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 Englander,

Commercial Alert is a project of Public Citizen, a consumer protection organization based in Washington, D.C., with more than 250,000 members and supporters. We aim to keep commercial culture within its proper sphere, and to prevent it from exploiting children and subverting higher values of family, community, environmental integrity, and democracy.

Councilmember Richard Alarcón has introduced a motion (**Council File 11-1429**) directing the City Attorney to prepare an ordinance prohibiting alcohol advertising on city owned and controlled property. We write to strongly urge you to support this motion.

While we believe public-owned spaces ought not to be used for commercial advertising of any kind, we are particularly concerned about the use of such spaces for the marketing of products that are harmful to community members, especially young people. Alcohol is an example of such a product. The public is already inundated with alcohol advertising on television, radio, the Internet, and outdoor advertising. This advertising endlessly promotes the idea that alcohol consumption has only positive outcomes, disregarding the serious health and economic harms that result from alcohol abuse. By allowing alcohol advertising on public properties, the city is implicitly endorsing the image of alcohol consumption these advertisements promote.

Children suffer the most harm due to alcohol advertising. In general, children, including teenagers, are more vulnerable to advertising than adults. Advertisers are cognizant of this


vulnerability, exploiting it to turn youth into lifelong customers. Research shows that children who see more alcohol advertising are more likely to engage in underage drinking, endangering public health and safety. For this reason, healthcare provider organizations including the American Association of Pediatrics and the American Medical Association, as well as the Surgeon General of the United States, have called for reductions or bans on alcohol advertising that reaches youth. Furthermore, 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.


According to L.A. County Department of Public Health, the county is currently plagued by over \$10.8 billion in alcohol-related harm every year. Alcohol Justice reports that more than 2.3 million underage youth drink alcohol each year in California. Underage drinking costs the state \$7.3 billion annually. When the social and human losses created by alcohol abuse are combined with these economic effects, the importance of this motion is clear.

Momentum already exists in the fight to protect the community from the effects of alcohol advertising. Currently the Los Angeles MTA does not allow alcohol advertising on its buses, trains and other transit facilities. Last summer, the city approved a 10-year contract that prohibits alcohol ads on more than 6000 bus benches. Building on these successes by passing a motion to completely ban alcohol advertisements on city-owned and controlled property would be a significant step forward. By supporting this motion, you have the opportunity to make a difference in the health and safety of Angelinos. Research on the potential effects of alcohol advertising bans shows that they can lead to a reduction in alcohol-related deaths as well as reduced underage consumption of alcohol.

We join with the *Coalition to Ban Alcohol Ads on Public Property in L.A.* to increase existing momentum in the fight to protect the community from the effects of alcohol advertising. We strongly urge you to support a city wide prohibition of alcohol advertising on city property.

Sincerely,


Robert Weissman
President
Public Citizen


Elizabeth Ben-Ishai
Campaign Coordinator
Public Citizen's Commercial Alert

**PUBLICCITIZEN**1600 20th Street, NW • Washington, D.C. 20009 • 202/688-1000 • www.citizen.org

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Chair, Public Safety Committee
Los Angeles City Council
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Robert Weissman
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