



NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE

of East San Gabriel and Pomona Valleys, Inc.  
856 N. PARK AVENUE • POMONA, CA 91768  
(909) 629-4084 • FAX: (909) 629-4086

30 November 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,

Jamie Holes  
Operations Manager



PARTNERSHIP FOR A POSITIVE POMONA  
our drug free communities coalition

28 November 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,

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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,

Sara Cooley  
Project Coordinator



**CRESCENTA VALLEY DRUG & ALCOHOL PREVENTION COALITION**  
 3131 Foothill Boulevard, Suite D, La Crescenta, California 91214  
 (818) 646-7867 ~ [info@cvdapc.org](mailto:info@cvdapc.org) ~ EIN 46-0725817

November 5, 2012

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

**re: Alcohol advertising on Public Property In Los Angeles, CA**

Dear Councilmember Englander,

We are a Drug Free Communities Support Program grantee, charged with building community collaborations to reduce youth substance abuse. While under the jurisdictions of both Los Angeles County and the City of Glendale, Foothill Boulevard connects us to the City of Los Angeles. Crescenta Valley residents eat, shop, recreate, pray, and send their children to schools in neighboring Sunland, Tujunga, and Shadow Hills. This is why we are concerned about alcohol advertising in public places.

The Center on Alcohol Marketing and Youth reports the industry spent \$2 billion in advertising in 2005. Further, for each dollar spent in local advertising, the number of young people who drink increases 3%. Although no child is shown hoisting a cold brew while watching football, the message comes through nonetheless.

According to the American Academy of Family Physicians, "alcohol advertisements overwhelmingly connect consumption of alcohol with attributes particularly important to youth, such as friendship, prestige, sex appeal and fun."

This is why the Los Angeles 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.

Until young brains are fully developed, it is up to adults to make wise decisions and model good behavior that last a lifetime. We do that by providing family friendly venues like parks and libraries that offer healthy activities. Are they really the place for alcohol advertisements?

Sincerely,

Matt Zakarian, President

Crescenta Valley Drug & Alcohol Prevention Coalition

**Board of Directors**

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*Executive Director*

Julia Rabago,  
*Program Director*

*The Crescenta Valley Drug & Alcohol Prevention Coalition's mission is to create awareness and maintain a safe and healthy substance-free community by providing our youth a secure, caring and supportive environment.*



### FAX COVER SHEET

<b>To:</b> JOHN WHITE	<b>From:</b> JORGE CASTILLO
<b>FAX:</b> 213 978-1079	<b>FAX:</b>
<b>Phone:</b>	<b>Phone:</b> 213 840-3336
<b>Pages</b> (including cover):	<b>Date:</b> OCTOBER 30, 2012

**Message:**

PLEASE ADD TO COUNCIL FILE: 11-1429  
 PROHIBITING ALCOHOL ADVERTISING ON LOS ANGELES  
 CITY PUBLIC PROPERTY.

Zimbra

[jorgec@marininstitute.org](mailto:jorgec@marininstitute.org)

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**Meeting request by coalition to ban alcohol ads on public property 10/30/2012**

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**From :** Jorge Castillo <[jorgec@alcoholjustice.org](mailto:jorgec@alcoholjustice.org)>

Tue, Oct 30, 2012 01:38 PM

**Subject :** Meeting request by coalition to ban alcohol ads on public property 10/30/2012

**To :** jenny chavez <[jenny.chavez@lacity.org](mailto:jenny.chavez@lacity.org)>, tracey chavira <[tracey.chavira@lacity.org](mailto:tracey.chavira@lacity.org)>

**Cc :** Ruben Rodriguez <[rodriguez@pys.org](mailto:rodriguez@pys.org)>

**Reply To :** Jorge Castillo <[jorgec@alcoholjustice.org](mailto:jorgec@alcoholjustice.org)>

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

Dear Councilmember Joe Buscaino,

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

On behalf of the Coalition to Ban Alcohol Ads on Public Property in Los Angeles, I am writing to request a meeting to talk about the motion to ban alcohol ads on public property on city owned and and controlled property. As a member of the Public Safety Committee we would like to have an opportunity to talk to you directly about why we believe it makes sense for the city to adopt such a policy. We thank you for agendizing the item for discussion last summer. We can be reached by email or by phone (213) 840-3336.

Ruben Rodriguez, Coalition Chair

**The Coalition to Ban Alcohol Ads on Public Property in Los Angeles**

**is a grassroots effort. La campaña y coalición son un proyecto comunitario.**

Zimbra

[jorgec@marininstitute.org](mailto:jorgec@marininstitute.org)

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**Meeting request by coalition to ban alcohol ads on public property 10/30/2012**

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**From :** Jorge Castillo <[jorgec@alcoholjustice.org](mailto:jorgec@alcoholjustice.org)>

Tue, Oct 30, 2012 01:28 PM

**Subject :** Meeting request by coalition to ban alcohol ads on public property 10/30/2012

**To :** stephanie magnien <[stephanie.magnien@lacity.org](mailto:stephanie.magnien@lacity.org)>

**Cc :** Ruben Rodriguez <[rodriguez@pys.org](mailto:rodriguez@pys.org)>

**Reply To :** Jorge Castillo <[jorgec@alcoholjustice.org](mailto:jorgec@alcoholjustice.org)>

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

Dear, Councilmember Jan Perry,

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

On behalf of the Coalition to Ban Alcohol Ads on Public Property in Los Angeles, I am writing to request a meeting to talk about the motion to ban alcohol ads on public property on city owned and controlled property. We made a formal request to have a meeting with you earlier this year and we are now making a second request. As a member of the Public Safety Committee we would like to have an opportunity to talk to you directly about why we believe it makes sense for the city to adopt such a policy. We thank you for agendaizing the item for discussion last summer. We can be reached by email or by phone (213) 840-3336.

Ruben Rodriguez, Coalition Chair

**The Coalition to Ban Alcohol Ads on Public Property in Los Angeles**

Zimbra

jorgec@marininstitute.org

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**Meeting request by coalition to ban alcohol ads on public property 10/30/2012**

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**From :** Jorge Castillo <jorgec@alcoholjustice.org>

Tue, Oct 30, 2012 01:20 PM

**Subject :** Meeting request by coalitlon to ban alcohol ads on public property 10/30/2012

**To :** john hisserich <john.hisserich@lacity.org>

**Cc :** Ruben Rodriguez <rodriguez@pys.org>

**Reply To :** Jorge Castillo <jorgec@alcoholjustice.org>

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

Dear, Councilmember Paul Krekorian,

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

On behalf of the Coalition to Ban Alcohol Ads on Public Property in Los Angeles, I am writing to request a meeting to talk about the motion to ban alcohol ads on public property on city owned and and controlled property. We made a formal request to have a meeting with you earlier this year and we are now making a second request. As a member of the Public Safety Committee we would like to have an opportunity to talk to you directly about why we believe it makes sense for the city to adopt such a policy. We thank you for agendizing the item for discussion last summer. We can be reached by email or by phone (213) 840-3336.

Ruben Rodriguez, Coalition Chair

**The Coalition to Ban Alcohol Ads on Public Property in Los Angeles**

Zimbra

jorgec@marininstitute.org

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**Meeting request by coalition to ban alcohol ads on public property 10/30/2012**

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**From :** Jorge Castillo <jorgec@alcoholjustice.org>

Tue, Oct 30, 2012 01:14 PM

**Subject :** Meeting request by coalition to ban alcohol ads on public property 10/30/2012

**To :** brian perry <brian.perry@lacity.org>

**Cc :** Ruben Rodriguez <rodriguez@pys.org>

**Reply To :** Jorge Castillo <jorgec@alcoholjustice.org>

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

Dear, Councilmember Zine,

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

On behalf of the Coalition to Ban Alcohol Ads on Public Property in Los Angeles, I am writing to request a meeting to talk about the motion to ban alcohol ads on public property on city owned and and controlled property. We made a formal request to have a meeting with you in February of this year and we are now making a second request. As a member of the Public Safety Committee we would like to have an opportunity to talk to you directly about why we believe it makes sense for the city to adopt such a policy. We thank you for agendizing the item for discussion last summer. We can be reached by email or by phone (213) 840-3336.

Ruben Rodriguez, Coalition Chair

**The Coalition to Ban Alcohol Ads on Public Property in Los Angeles**



To:  
From: Car Free  
Subj: SUPPORT prohibiting alcohol ads on L. A. City Public Property

L A City Council Public Safety Committee

As a urban resident, and a tourist in your city, I do not believe alcohol ads belong on public property. A city cannot send the message that drunk-driving, underage drinking, and alcohol addiction are wrong while also labeling public property with fancy messages encouraging alcohol use. Too much money already goes to the medical and social effects of drinking, and these services have been cut. Ads have been shown to increase the amount of alcohol consumed, and decrease the age of consumption--this is not "responsible" drinking. Please get your advertising revenue from products without such demonstrated harm and addictive potential.

The City of Los Angeles has a duty to prioritize the public's health. Please send the right message and end the city's partnership with alcohol advertising companies. You will save the city money and show that you care about the health of your residents and visitors, especially those who are young and vulnerable to the effects of these dangerous ads.

Thank you.  
Sincerely,

Car Free  
525 Faxon Ave  
San Francisco, CA, 94112



## FAX COVER SHEET

**To:** JOHN WHITE                      **From:** JORGE CASTILLO

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**FAX:** 213 978-1079                      **FAX:**

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**Phone:**                                      **Phone:** 213 840-3336

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**Pages** (including cover): 4                      **Date:** OCT 9 2012

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**Message:**

PLEASE ADD TO FILE # 11 - 1429

Zimbra

**Zimbra**

**jorgec@marininstitute.org**

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**Meeting request by the Coalition to Ban Alcohol Ads on Public Property in Los Angeles**

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**From :** Jorge Castillo <jorgec@alcoholjustice.org>

Tue, Oct 09, 2012 04:20 PM

**Subject :** Meeting request by the Coalition to Ban Alcohol Ads on Public Property in Los Angeles

**To :** Francois Nion <Francois.Nion@jcdecauxna.com>

**Reply To :** Jorge Castillo <jorgec@alcoholjustice.org>

Francois Nion,

As concerned community members we are requesting a meeting with JCDecaux in order to discuss our concern over the advertising of alcohol on public property in Los Angeles. Currently JCDecaux has a contract to advertise on the city's street furniture and at the airport. These two contracts are the only city contracts that allow alcohol advertising on city property. Unfortunately, the alcohol ads displayed at these locations expose young people to a product that is harmful to them and not legal for them to consume. It is also common for alcohol ads to be displayed close to schools, churches, community centers and daycares.

We feel that alcohol advertising has no place on city owned or controlled property. We have made several attempts to contact a JCDecaux representative to speak to set up a meeting. Our efforts have gone unanswered. We can be contacted via email or by phone at 213 840-3336.

**The Coalition to Ban Alcohol Ads on Public Property in Los Angeles**

**is a grassroots effort. La campaña y coalición son un proyecto comunitario.**

**coalition members include/miembros incluyen :**

- American Indian Movement – WEST

- Alcohol Justice
- Asian American Drug Abuse Program Inc.
- Boyle Heights Stakeholders Association
- Boyle Heights Coalition for a Safe & Drug Free Community
- Coalltion to Ban Billboard Blight
- Community Coalition
- Institute for Public Strategies
- Koreatown Youth & Community Center
- Mexican History Foundation
- Phoenix House
- Pllar of Fire Church
- Paso por Paso
- Pueblo y Salud
- Sycamore Grove School
- Tarzana Treatment Centers & AWARE Coaltion
- Unlted Coalltion East Prevention Project
- Woman's Christian Temperance Union
- Women Against Gun Violence

**Supporters include / nos apoyan:**

- Michael & Kitty Dukakis, former Massachusetts Governor & First Lady
- California Council on Alcohol Problems
- California Alliance for Retired Americans
- Center for Living and Learning

- County Alcohol and Drug Program Administrators' Association of California
- Cri-Help
- Day One Pasadena
- Public Citizen
- San Fernando Valley Partnership
- Venice Neighborhood Council

Jorge Castillo, MA  
Advocacy Director  
Director de Enlace Comunitario  
24 Belvedere St. San Rafael, CA 94901  
415/257.2488 office 415/456.0491 fax  
**alcoholjustice.org**

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### FAX COVER SHEET

To: JOHN WHITE

From: COALITION TO BAN ALCOHOL ADS  
ON PUBLIC PROPERTY IN L.A.

FAX: 213 978-1079

FAX:

Phone:

Phone: 213 840-3336

Pages (including cover): 4

Date: OCT. 4, 2012

**Message:**

PLEASE ADD TO FILE # 11-1429

Zimbra

jorgec@marininstitute.org

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**Meeting request by coalition to ban alcohol ads on public property 10/2/2012**

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**From :** Jorge Castillo <jorgec@alcoholjustice.org>

Tue, Oct 02, 2012 10:22 AM

**Subject :** Meeting request by coalition to ban alcohol ads on public property 10/2/2012

**To :** doug tripp <doug.tripp@lacity.org>

**Bcc :** Ruben Rodriguez <rodriguez@pys.org>, Jose A. Rodriguez <jose.a.rodriguez@lacity.org>

**Reply To :** Jorge Castillo <jorgec@alcoholjustice.org>

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

Dear, Councilmember Englander,

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

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- Coalition to Ban Billboard Blight
- Community Coalition
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- Mexican History Foundation
- Phoenix House
- Pilar of Fire Church
- Paso por Paso
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- United Coalition East Prevention Project
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- Women Against Gun Violence

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- California Alliance for Retired Americans
- Center for Living and Learning
- County Alcohol and Drug Program Administrators' Association of California
- Cri-Help



- Day One Pasadena
- Public Citizen
- Venice Neighborhood Council

Jorge Castillo, MA  
Advocacy Director  
Director de Enlace Comunitario  
24 Belvedere St. San Rafael, CA 94901  
415/257.2488 office 415/456.0491 fax  
**alcoholjustice.org**

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