[HIV Stops With Me Campaign]

URGING KGO-TV TO INITIATE A DIALOGUE WITH BETTER WORLD ADVERTISING, THE SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH, AND OTHER INTERESTED GROUPS AND INDIVIDUALS REGARDING THE “HIV STOPS WITH ME” HIV PREVENTION CAMPAIGN AND FURTHER URGING KGO-TV TO CONSIDER AIRING THE HIV PREVENTION ADS IN ORDER TO EDUCATE AND ENCOURAGE CONTINUED COMMUNITY VIGILANCE REGARDING HIV PREVENTION EFFORTS.

WHEREAS, The San Francisco Department of Public Health hired Better World Advertising, a San Francisco-based social marketing firm, to produce an HIV/AIDS prevention campaign called “HIV Stops With Me”; and

WHEREAS, “HIV Stops With Me” is an innovative new campaign featuring seven HIV positive gay man and transgender from San Francisco who talk about their lives and responsibilities in the ending the HIV epidemic; and

WHEREAS, These seven individuals were selected from a group of 60 people who auditioned and expressed a strong desire and commitment to be leaders in the HIV prevention effort within the HIV positive community; and

WHEREAS, The San Francisco prevention campaign is only one of five such federally funded projects in the United States in which the primary goal is to help end the HIV epidemic in San Francisco by facilitating and maintaining risk reduction efforts among HIV positive individuals; and

WHEREAS, The “HIV Stops With Me” project in San Francisco was developed through an innovative, community-based HIV prevention initiative administered through the Centers for Disease Control and Prevention; and

WHEREAS, The HIV prevention ads developed by Better World Advertising premiered at a local community event where it received overwhelming community support; and

WHEREAS, Unlike other HIV prevention ads, this campaign utilizes paid television advertising rather than relying on public service airing; and

Supervisors Ammiano, Bierman, Leno, Katz
BOARD OF SUPERVISORS
WHEREAS, On September 19, 2000 KGO-TV, the local ABC/Disney affiliate refused to
air the “HIV Stops With Me” ad; and

WHEREAS, Given the slight increase in the number of new HIV infections in San
Francisco are rising, it is in the best interest of the City that all sectors of the community
contribute to mitigating this epidemic; and

WHEREAS, Given the large numbers of those living with HIV residing in the San
Francisco Bay Area, the increasing number of new infections and the decreasing vigilance in
the gay community about HIV prevention, it is in the best interest in the City and its citizens
that all sectors of the community contribute to mitigating this epidemic; and

WHEREAS, KGO-TV’s refusal to air the “HIV Stops With Me” ads have been
interpreted by some in the gay, lesbian, bisexual and transgender community as being both
homophobic and HIV-phobic; and

WHEREAS, Given the large number of gay, lesbian, bisexual and transgender
residents in the San Francisco Bay Area, it would be in the interest of KGO-TV to initiate a
dialogue to explain to the community KGO’s particular objections to airing of the ad; now,
therefore, be it

RESOLVED, That the Board of Supervisors of the City and County of San Francisco
hereby urges KGO-TV to initiate a dialogue with Better World Advertising, the San Francisco
Department of Public Health and other interested individuals and groups regarding specific
objections to the federally funded “HIV Stops With Me” HIV Prevention Campaign Program;
and be it

FURTHER RESOLVED, That the Board of Supervisors hereby urges KGO-TV to
consider airing the “HIV Stops With Me” ads and/or similar ads in order to educate and
encourage the community to continue its vigilance around HIV prevention efforts, thus
contributing to the collective efforts to mitigate the epidemic.

SUPERVISORS AMMIANO
Resolution urging KGO-TV to initiate a dialogue with Better World Advertising, the San Francisco Department of Public Health, and other interested groups and individuals regarding the "HIV Stops With Me" HIV prevention campaign and further urging KGO-TV to consider airing the HIV prevention ads in order to educate and encourage continued community vigilance regarding HIV prevention efforts.

October 2, 2000 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Newsom, Teng, Yaki, Yee
I hereby certify that the foregoing Resolution was ADOPTED on October 2, 2000 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

OCT 13 2000
Date Approved

Mayor Willie L. Brown Jr.