

1 [HIV Stops With Me Campaign]

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

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

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

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

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

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

24 WHEREAS, The HIV prevention ads developed by Better World Advertising premiered
25 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

1 WHEREAS, On September 19, 2000 KGO-TV, the local ABC/Disney affiliate refused to
2 air the "HIV Stops With Me" ad; and

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

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

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

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

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

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

SUPERVISORS AMMIANO



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 001678

Date Passed:

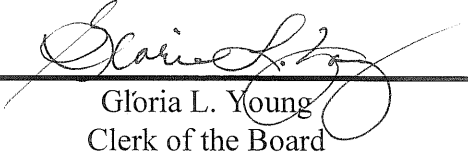
Resolution urging KGO-TV to initiate a dialogue with Better World Advertising, the San Francisco Department of Public Health, and other interested groups and individuals regarding the "HIV Stops With Me" HIV prevention campaign and further urging KGO-TV to consider airing the HIV prevention ads in order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

October 2, 2000 Board of Supervisors — ADOPTED

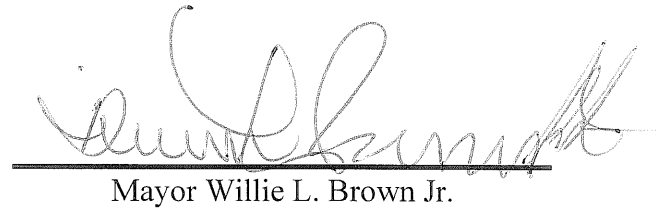
Ayes: 11 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Newsom, Teng, Yaki, Yee

File No. 001678

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.