

1 [Resolution condemning the offensive and discriminatory training video shown to San
2 Francisco 49er players and staff and urging the San Francisco 49ers to work cooperatively
3 and diligently with the Human Rights Commission]

4 **Resolution condemning the offensive and discriminatory training video shown to San**
5 **Francisco 49er players and staff and urging the San Francisco 49ers to work**
6 **cooperatively and diligently with the Human Rights Commission to address issues of**
7 **discrimination and to develop a plan of action for preventing future discrimination.**
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10 WHEREAS, The San Francisco 49ers have been a beloved San Francisco institution,
11 winning five Super Bowl titles over the past 23 years; and

12 WHEREAS, On June 1st, 2005, an offensive and discriminatory tape demeaning to
13 Asian Americans, immigrants, the LGBT community, women, and football players themselves
14 made by public relations director Kirk Reynolds to instruct players on how to deal with the
15 media was revealed by the San Francisco Chronicle; and

16 WHEREAS, This tape, which included discriminatory images of the LGBT and Asian
17 Communities was immediately rebuffed by the owners of the 49ers, John and Denise York,
18 who called the tape “offensive in every manner” and continued, “we deeply regret that anyone
19 from our organization would produce such senseless, inexcusable material,” and

20 WHEREAS, This tape offended many in the San Francisco community, particularly
21 leaders of the LGBT, Asian, and women’s communities, and prompted a meeting between
22 community and team leaders at the LGBT Center on Saturday June 4th; and

23 WHEREAS, The 49ers have had difficult periods including the homophobic remarks
24 made by Garrison Hearst in 2002, and have since made an effort to increase diversity and
25 sensitivity training; and

1 WHEREAS, When Lindsay McLean, the former 49ers trainer, publicly came out as a
2 gay man after his retirement two years ago, he was distressed that his negative experiences
3 in the NFL received far more attention than his positive ones; and

4 WHEREAS, The San Francisco 49ers lease City-owned property at Candlestick Point
5 and therefore as a City contractor, are obligated to refrain from discriminating against their
6 employees and members of the public. By using homophobic, sexist and racist depictions in
7 their training materials, the San Francisco 49ers have fostered discriminatory attitudes and
8 practices, and

9 WHEREAS, the City and County of San Francisco Human Rights Commission is the
10 agency responsible for enforcing the Administrative Code provisions prohibiting discrimination
11 by City contractors. The Commission's responsibilities include investigating and resolving
12 complaints of discrimination, including working with City contractors to develop policies and
13 practices to prevent discrimination, now, therefore be it

14 RESOLVED, That the San Francisco Board of Supervisors condemns the offensive
15 and discriminatory training video shown to San Francisco 49er players and staff and urges
16 the San Francisco 49ers to work cooperatively and diligently with the Human Rights
17 Commission to address the issues of discrimination that have arisen in association with the
18 production and handling of the training materials and to develop a plan of action for
19 preventing future discrimination.