

1 [Condemn Hotel Council anti-panhandling advertisements campaign and urge MUNI to
2 develop guidelines for political campaign advertisements on MUNI property.]

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4 **Resolution condemning the Hotel Council’s unsubstantiated and malicious anti-
5 panhandling political ad campaign and urging MUNI to develop a comprehensive set of
6 policy guidelines for dealing with ads that pertain to political campaigns.**

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8 WHEREAS, In April of 2003 the Hotel Council launched a six month anti-panhandling
9 advertisement campaign; and

10 WHEREAS, The Hotel Council represents 55 hotels in San Francisco and has wide
11 influence over the public perception; and,

12 WHEREAS, All of the Hotel Council anti-panhandling advertisements make broad,
13 unsubstantiated connections between the generous act of giving money and harm done to
14 residents, businesses and the City of San Francisco; and,

15 WHEREAS, One such ad states “Today I did Tai Chi, donated some change, and
16 helped spread STDs”; and,

17 WHEREAS, All of the advertisements carry the message “Giving to panhandlers
18 doesn’t help it hurts”; and,

19 WHEREAS, The National Coalition for the Homelessness released a report in April
20 2003 which found that California leads the nation in documented hate crimes committed
21 against homeless people; and,

22 WHEREAS, The Coalition on Homelessness, a San Francisco advocacy organization
23 for the homeless, believes that these advertisements increase fear, distrust, and ultimately
24 create an environment of hatred for all homeless persons; and,

25 WHEREAS, First amendment rights protect free speech in advertisements; and,

1 WHEREAS, The Hotel Council campaign is concentrated largely on City Muni buses;
2 and,

3 WHEREAS, City Departments should attempt to remain neutral on all political
4 campaigns; and,

5 WHEREAS, An anti-panhandling initiative has qualified for the November ballot; and,

6 WHEREAS, Muni leases all of its advertisement space to Viacom but maintains veto
7 power over individual ads; and,

8 WHEREAS, Under the direction of executive director Michael Burns, Muni has a verbal
9 policy of not allowing ads that deal directly with political candidates and is currently
10 developing written guidelines for dealing with political ads; now, therefore, be it

11 RESOLVED, That the Board of Supervisors condemns the Hotel Council's
12 irresponsible ad campaign; and, be it

13 FURTHER RESOLVED, That the Board of Supervisors urges MUNI remove the ads;
14 and, be it

15 FURTHER RESOLVED, That the Board of Supervisors urges MUNI to develop a
16 comprehensive set of guidelines for dealing with all ads pertaining to political candidates,
17 propositions and initiatives in order to remain neutral.

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