

1 [United Church of Christ Ad]

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3 **Resolution urging CBS and NBC to rescind their decisions to reject airing of the United**
4 **Church of Christ advertisement promoting tolerance and acceptance of same-sex**
5 **couples.**

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7 WHEREAS, CBS and NBC have declined to air a United Church of Christ (UCC)
8 television advertisement that states the UCC's welcoming and acceptance of same-sex
9 couples; and

10 WHEREAS, according to a UCC statement, the ad states that the church seeks to
11 welcome all people, regardless of ability, age, race, economic circumstance or sexual
12 orientation; and

13 WHEREAS, CBS and NBC rejected airing the TV ad based on a company policy of not
14 accepting advocacy ads, and issue-oriented ads on issues that are publicly controversial; and

15 WHEREAS, CBS stated that, "Because this commercial touches on the exclusion of
16 gay couples...and the fact the executive branch has recently proposed a constitutional
17 amendment to define marriage as a union between a man and a woman, this spot is
18 unacceptable for broadcast"; and

19 WHEREAS, CBS and NBC are mistaken in their belief that the Executive Branch of the
20 U.S. Government has spoken against same-sex couples; instead, the Administration has
21 spoken in favor of rights and benefits for same-sex couples while seeking to limit their
22 marriage rights; and

23 WHEREAS, the UCC ad does not promote marriage rights for same-sex couples and
24 therefore is not in conflict with the Executive Branch; therefore, be it

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1 WHEREAS, the UCC ad promotes equality and acceptance for all people, values which
2 are not controversial in the United States; and

3 WHEREAS, both CBS and NBC accepted and aired a different ad also produced by
4 United Church of Christ which depicts a young girl opening her hands in the shape of a
5 steeple to symbolize a gesture of welcome; and

6 WHEREAS, in contrast, the UCC television ad has been accepted and will air on other
7 networks including ABC Family, AMC, BET, Discovery, Fox, Hallmark, History, [Nick@Nite](#),
8 TBS, TNT, Travel and TV Land; and

9 WHEREAS, CBS and NBC's refusal to air one type of ad which depicts acceptance of
10 gay people has been criticized by many gay rights advocacy organizations, human rights
11 group and religious organizations including United Church of Christ, Metropolitan Community
12 Center, and the First Congregational Church; and

13 WHEREAS, homophobia by institutions such as some churches and media leads to
14 acts of discrimination and violence; and

15 WHEREAS, the UCC ad promotes tolerance which can lead to a reduction in acts of
16 discrimination and violence; and

17 RESOLVED, that the San Francisco Board Supervisors urges CBS and NBC to rescind
18 their decisions to reject airing of the United Church of Christ advertisement promoting
19 tolerance and acceptance of same-sex couples; and be it

20 FURTHER RESOLVED, that the San Francisco Board of Supervisors urges CBS and
21 NBC to use advertising and programming opportunities to promote tolerance and to speak
22 against discrimination and hate-based violence; and be it

23 FURTHER RESOLVED, that the Board of Supervisors directs the Clerk of the Board to
24 send copies of this resolution to the local office affiliates of CBS and NBC.

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