

Being a bartender is not a crime...

Thank you for your interest in adapting the KFL&A Health Unit “Being a bartender is not a crime...” advertising campaign. This memo will help you get started in developing this campaign for use in your community, to heighten awareness of the dangers of second-hand smoke in preparation for a smoke-free public places bylaw.

ON THE CD

On the CD, on a folder titled “Pre-Bylaw Campaign” you will find a number of files:

- **Copyright Consent.doc**
Microsoft Word Document
This form explains the details of adapting KFL&A Health Unit work for your community. You will need to complete and return this document to the KFL&A Health Unit in order to use our material.
- **Bartender Script.doc**
Microsoft Word Document
Script for 30-second “Being a bartender is not a crime...” radio script.
- **Waitress Script.doc**
Microsoft Word Document
Script for 30-second “Being a waitress is not a crime...” radio script.
- **Dishwasher Script.doc**
Microsoft Word Document
Script for 30-second “Being a dishwasher is not a crime...” radio script.
- **Bartender Creative.mp3**
MP3 Audio file
Broadcast-ready produced version of the corresponding script.
- **Dishwasher Creative.mp3**
MP3 Audio file
Broadcast-ready produced version of the corresponding script.
- **Waitress Creative.mp3**
MP3 Audio File
Broadcast-ready produced version of the corresponding script.

- **Bob – Final – 4 col.pdf**
Adobe Acrobat file
This is the original ad that started the whole campaign. It's from the initial Kingston campaign, and includes the "Non-smoking bartenders smoke the equivalent of about 36 cigarettes over the course of an 8-hour shift" statement.
- **Bartender Ad – Full Page Tabloid.pdf**
Adobe Acrobat file
A high-resolution pdf of the full page layout of the print ad. In this format the layout cannot be changed.
- **Dishwasher Ad – Full Page Tabloid.pdf**
Adobe Acrobat file
A high-resolution pdf of the full page layout of the print ad. In this format the layout cannot be changed.
- **Waitress Ad – Full Page Tabloid.pdf**
Adobe Acrobat file
A high-resolution pdf of the full page layout of the print ad. In this format the layout cannot be changed.
- **Bartender Ad – Full Page Tabloid**
Folder Directory
This folder contains all of the file required to change and adapt the ad for your region, including the fonts, PageMaker 7.0 (for Windows), and photos.
- **Dishwasher Ad – Full Page Tabloid**
Folder Directory
This folder contains all of the file required to change and adapt the ad for your region, including the fonts, PageMaker 7.0 (for Windows), and photos.
- **Waitress Ad – Full Page Tabloid**
Folder Directory
This folder contains all of the file required to change and adapt the ad for your region, including the fonts, PageMaker 7.0 (for Windows), and photos.

IMPORTANT INFORMATION REGARDING PHOTOS IN THE ADS

The photos in these ads are Royalty-Free stock photos from Photodisc / Getty Images They are from a collection called Business and Occupations 2, and the appropriate file names are:

- 43070 Bartender
- 43016 Dishwasher
- 43129 Waitress

In order to rightfully use these photo files, your organization must purchase the Business and Occupations 2 CD from Getty Images:

www.gettyimages.com
1-800-528-3472

PRINT AD FILES

The files in the separate directories for the print ads are in PageMaker 7.0 for Windows format. A Service Provider or Graphic Designer can easily adapt these files. If you require further assistance, please contact Justin Chenier, original designer of these ads directly.

SAMPLES OR YOUR ADS

Once your organization has adapted these ads, please forward a copy back the KFL&A Health Unit. We are interested in tracking the use of these ads.

Thanks,

Justin Chenier
Communications Officer
KFL&A Health Unit
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Kingston, ON
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