

# 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](http://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  
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KFL&A Health Unit  
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Kingston, ON  
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