



# **Convenience Advertising**

A-12

# EDUCATIONAL MESSAGE SERVICES

"Narrowcasting in Public Environments"



## EVALUATION REPORT:

### San Francisco AIDS Foundation's Narrowcasting HIV Prevention Campaign Targeting Gay & Bisexual Men

Evaluation Period:  
Fiscal Year 1994/95

Prepared for:  
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## EXECUTIVE SUMMARY

This report evaluates the efficacy of a social marketing campaign, placed (mainly) in bathrooms, directed toward gay and bisexual men in five neighborhoods in San Francisco. Over 200 men were surveyed and ten community workers interviewed. The investigation revealed the following:

- Recall of the campaign was very high: 76% of the respondents recalled the campaign without prompting.
- The "Safe Sucks" ad had the greatest recall rate: nearly 41% remembered the ad.
- An additional percentage of men who did not initially recall the campaign, remembered having seen it, when they were shown visual prompts.
- African-Americans had the highest recall rate (95%); Asians had the lowest recall rate (63%).
- Frequency - how often people see the ads - is also noteworthy: 59% of the sample see the ads at least once each week. Eighty-seven per cent (87%) see the ads at least once a month.
- The highest "favorable" impact ad depicted two men in bed with the headline "Bottoms Up".
- People perceived little new information except for: what to do when a condom breaks and additional HIV related provider services.
- Most respondents presumed the ads were meant to inspire either "safe sex" or to "use a condom."
- People recalled the ads at 76 locations. The ads were spotted most often at bars in the Castro, the Stud, Castro Station, QT, City Athletics, and the Detour, respectively.
- The large majority of respondents appreciated the campaign, felt few changes were necessary and suggested wider distribution.



Ten guided interviews with HIV prevention leaders led to the following opinions:

- The medium for these messages is clever, great, and useful, artistically well-done.
- The ads grab people's attention.
- The ads are sometimes in conflict with the providers own medical beliefs.
- The language choice in two ads may have negative implications: Transvestitism as a "drag" and "Safe Sucks" implying safe sex sucks.
- The poster of the Latino man was considered "weak" by Latino respondents.
- And finally, the next stage of this campaign should be aimed at young men under 18 and older men (40+) respectively.



An Evaluation Report of the Narrowcasting Campaign  
Produced by Educational Message Services  
for the San Francisco AIDS Foundation

## INTRODUCTION

In the summer of 1994, the San Francisco AIDS Foundation engaged Educational Message Services to produce and subsequently evaluate a campaign targeted at gay and bisexual men. This campaign was the first of its kind in the United States because it **housed HIV prevention information principally in the bathrooms** of public sex arenas, bars, restaurants, gyms, coffee shops, and clothing stores frequented by gay and bisexual men.

The campaign consisted of eight 9 x 12 inch posters or ads offering safe sex guidelines, risk reduction messages, cautionary advice for broken condoms, and lists of service providers in the San Francisco area. Three hundred of the posters were placed in five neighborhoods: South of Market, the Castro, Polk Street area, the Haight, and the Mission. Copies of the eight ads follow; each ad is designated with a code. That code (usually with some descriptive words) is referred to throughout this evaluation.







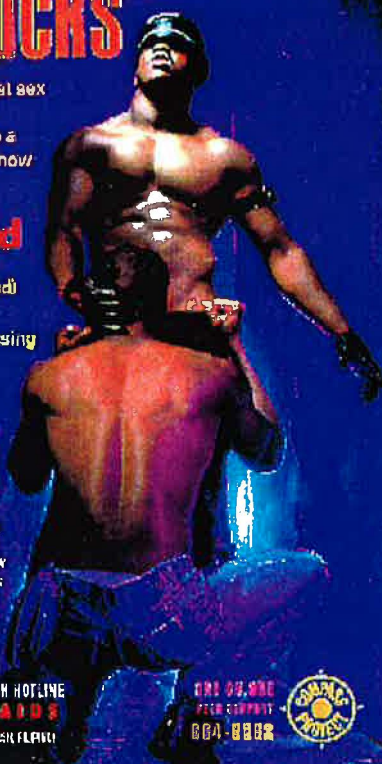
# Safe Sucks

If you've decided that oral sex without a condom is an acceptable risk, here are a few things you need to know to make it safer.

## Plan ahead



1. Don't get cum (or blood) in your mouth.
2. Avoid brushing or flossing before oral sex.
3. If you have cuts, sores, or bleeding gums, wait till they've healed, or use protection.

For any kind of anal, ductal, or oral sex, get in your body (or stomach), using your partner's cum as a lubricant could give HIV an entry through the top of your esophagus. Be sure to be about using your partner's cum, take it through with your partner.



**INFORMATION HOTLINE**  
863-8108  
ENGLISH, SPANISH, FILIPINO

**ONE OF ONE**  
FREE SUPPORT  
884-8882

(M10)

# What do you do if a condom breaks?



- ✓ Don't douche.
- ✓ Take a dump.

## Next time plan ahead.

- ✓ Add a drop of lube inside the condom tip to prevent friction.
- ✓ Use lots of water based lube. Pull out occasionally and add more.

**INFORMATION HOTLINE**  
863-8108  
ENGLISH, SPANISH, FILIPINO




(M11)

# Partying with Crystal?

## Plan ahead.

Bring latex condoms and water based lube. Keep them within arm's reach wherever you may end up having sex.

- ✓ Drink plenty of water to prevent dehydrating or passing out.
- ✓ Putting speed up your butt can damage tissues and make it easier to get HIV or other infections.
- ✓ Eat a little... Sleep a little... to prevent paranoia or hallucinations.

**Tweaking out of control can be a drag!**  
FOR QUESTIONS ABOUT: MEIN, SPEED, RUSH, CRIBB, TINA, TWEAK, PARTY FAVORS...

**INFORMATION HOTLINE**  
1(800) 608-8108  
ENGLISH, SPANISH, FILIPINO

**NIGHT-ASSEMBLY FREE CLINICS**  
565-1908




(M12)

# Cójele con Cuidado

Usa siempre un condón de látex. Solo usa un lubricante a base de agua. Usalo siempre que tengas sexo anal ó vaginal.

**SI LO HACES:**

- ✓ No te arrepentirás después.
- ✓ Tampoco te preocuparás de nada.
- ✓ No contraerás enfermedades de transmisión sexual como la del VIH, el virus que causa el SIDA.

## Cójele Suave

**INFORMATION HOTLINE**  
1(415) 476-3992

**STOP THE HAT**  
Linea de Información sobre el SIDA  
(415) 863-2437




(M13)

## RESEARCH METHODOLOGIES

The campaign was evaluated over nine weeks [May-July 1995] by four investigators. The collection of data emanates from four principal sources:

- A pilot study conducted in the Castro to test the efficacy of an earlier survey.
- A survey conducted in four of the targeted neighborhoods: 202 gay and bisexual men participated.
- Ten face to face interviews with HIV/AIDS activists, health educators, community leaders, and HIV prevention specialists: representing the city's diverse populations.
- A follow-up meeting with four investigators to cross-validate the qualitative and quantitative outcomes.

### A Pilot Study

On May 31, 1995, from 1:00-4:30 pm, at 18th & Castro Streets, two street interviewers conducted a pilot survey with 16 self-identified gay men in the Castro. After this pilot study, the survey was modified based on these interviewees' suggestions and subtle changes were incorporated into our test strategies. For example, at mid-afternoon, we reached a high preponderance of HIV positive men: thus, we moved more of our interviews to nighttime to reach a larger ratio of HIV negative men.



### The Final Survey

During the first two weeks of June 1995, interviewers surveyed 202 gay and bisexual men in four different locales in the City: South of Market (SOMA), Polk Street, the Castro, and the Mission. See Appendix A for a protocol of that survey.

### Interviews with Key Informants

Following the consolidation of the surveys, qualitative interviews with ten community leaders from various sectors of the HIV prevention community were conducted in mid-June. These interviews roughly followed these four guiding questions:

- What, if anything, are you hearing about the campaign – from your clients or from your colleagues in the HIV prevention or services community?
- Is this medium a good one to reach your clients?

- o What are your opinions about the efficacy of these messages?
- o Conversely, how might we do a better job at reaching your target population(s)?

Most interviews lasted more than 45 minutes; interviewees' remarks were transcribed unedited, and stored for a collective analysis.

### Final Cross-Validation

On June 28, 1995, four of the principal investigators met to examine whether the recurrent thematic and statistical information made coherent sense to everyone involved with the project. For example, did the qualitative data verify or confirm the statistical information? Were some results counter-intuitive with the on-street investigators' sense of what they heard and observed? When discrepancies arose, they were noted in this final report.



# SURVEY GROUP DEMOGRAPHICS

## Sexual Orientation

While the primary focus of the campaign was on self-identified gay men, bisexual men and to a lesser degree men who have sex with men (MSM), but do not identify as gay or bisexual were also reached. A majority of the men were gay rather than bisexual, however, a significant amount of bisexual men were captured by our interviewers. MSM, because they were not considered a main target of the campaign and due to the challenges and costs involved in identifying them, were not sought to participate in this survey.

*Figure 1: Sexual Orientation.*

Gay	88.6%
Bisexual	11.4%
TOTAL	100.0%



## Age

Most respondents were 21-40 years of age. More than 41.0% of the respondents were aged 21-30; 29.2% were 31-40 years of age. People under 21 represented only 1.5% of those surveyed. See Figure 2 for a breakdown of the age of the respondents.

*Figure 2: Age of Respondents.*

Under 21	1.5%
21 - 30	41.6%
31 - 40	29.2%
41 - 50	19.8%
51 & over	7.9%
TOTAL	100.0%



### Residence

Most respondents lived in some part of San Francisco (84.2%) and the remaining 15.8% were from surrounding Bay Area communities. The following chart contains the breakdown of participant residency.

Figure 3: Residence.

Castro	Mission	Haight	SOMA	Polk	Other SF	Bay Area	TOTAL
30.2%	10.4%	6.9%	3%	2.5%	31.2%	15.8%	100%

### Educational Levels

Most interviewees were highly educated, which is consistent with the gay population in San Francisco, with just over 84% having attended at least some college. Five per cent (5%) did not graduate from high school. See Figure 4 for more detail.

Figure 4: Educational Levels of Respondents.

No High School	0.5%
Some High School	4.5
High School Graduate	10.9
Some College	22.3
College Graduate	35.1
Some Post-Graduate	8.9
Post-Graduate Degree	17.8
TOTAL	100.0%



### Race/Ethnicity

Figure 5 shows the racial breakdown of the respondents. The majority were Caucasian, followed by Latino, African-American and Asian/Pacific Islander.

Figure 5: Breakdown by Race.

African-American	9.9%
Asian/Pacific Islander	4.0
Caucasian	70.7
Latino	10.9
Other	4.5
TOTAL	100.0%

**HIV Sero-Status**

Over 70% of the sample were HIV negative. Nearly 8% claimed that they were not aware of their status. Figure 6 shows a table with our respondents' HIV statuses; this information is further subdivided for racial identification.

Figure 6: HIV Status of Respondents Broken Down by Racial Identification.

RACE	Negative	Positive	Unknown	TOTAL
African-American	55.0%	40.0%	5.0%	100.0%
Asian/Pacific Islander	75.0	12.5	12.5	100.0
Caucasian	72.0	19.6	8.4	100.0
Latino	63.6	27.3	9.1	100.0
Other	88.9	11.1	0.0	100.0
TOTAL	70.3%	21.8%	7.9%	100.0%



## CONCLUSIONS DRAWN FROM THE SURVEY

First, the survey was cross-validated and interpreted by a statistician and a qualitative researcher. After reviewing 25 randomly chosen surveys, both researchers developed a coding system appropriate for descriptive statistics, cross-tabulations, and content. All open-ended questions were classified into content-codes; these codes were subsequently collapsed into larger categories; each item was given a two digit classification. All statistical data was organized into fields of information for statistical output. The net results of the collective analysis follow.

This survey sought to measure: (1) whether our respondents were significantly impacted to recall this ad campaign; (2) whether the intentions underlying the messages the Foundation sent were understood by the target audiences; (3) whether people were receiving new information; (4) whether the ads had promoted behavioral change; and (5) it sought respondents' advice about improving or fine-tuning subsequent campaigns.

Our approach took several forms. We constructed a survey we hoped could be completed in 5-10 minutes. We wanted to measure whether people remembered the campaign. If they did not recall the campaign, but had seen it, we also wanted this information. These indices (of recall) were teased out separately to measure the internalization of the messages.



This sample represents a more or less typical sample of the gay and bisexual male community living in the San Francisco/Bay Area. However, our sample is small ( $n=202$ ) and our respondents, who are well educated, predominately Caucasian, and mainly between the ages of 21-40, may not reflect other gay/bisexual male communities. These demographic factors may reduce the generalizability of our findings.

### Cautionary Notes

Several important variables must be taken into consideration regarding the results, or conclusions, of this evaluation. The campaign, and particularly the placement of messages, was (is) a robust and evolving process. First of all, it must be noted that the campaign was "phased-in" over approximately five months. This strategy was employed to coincide with "neighborhood mobilizations" which were organized by the Stop AIDS Project. Messages 6-11 were installed first in the Polk (8.26.94), the Castro (9.4.94), and SOMA (9.23.94). The same messages, with the inclusion of "Partying with Crystal" (M12), were then installed in the Haight (10.25.95). Message 13 ("Cojelo con Cuidado") was added for the Mission installation in late December/January 1994/95.

The relative timing of the introduction of the ads may have had an effect on the recall and impact of the ads. Likewise, the actual distribution or prevalence of the ads could contribute to the frequency with which target members saw the ads, which in turn could

account for differences in reported recall and impact. Other variables such as the relative placements of the ads, such as in stalls vs. over urinals, could also play a role in determining an individual's exposure to specific messages.

The following chart denotes the actual distribution of messages at the time the survey was conducted.

Figure 7: Ad Distribution - June 1995.

M6	M12	M10	M8	M7	M11	M9	M13	TOTAL
26%	15.4%	15%	11.4%	11%	9.4%	8.4%	3.4%	100%

### Unprompted Recall

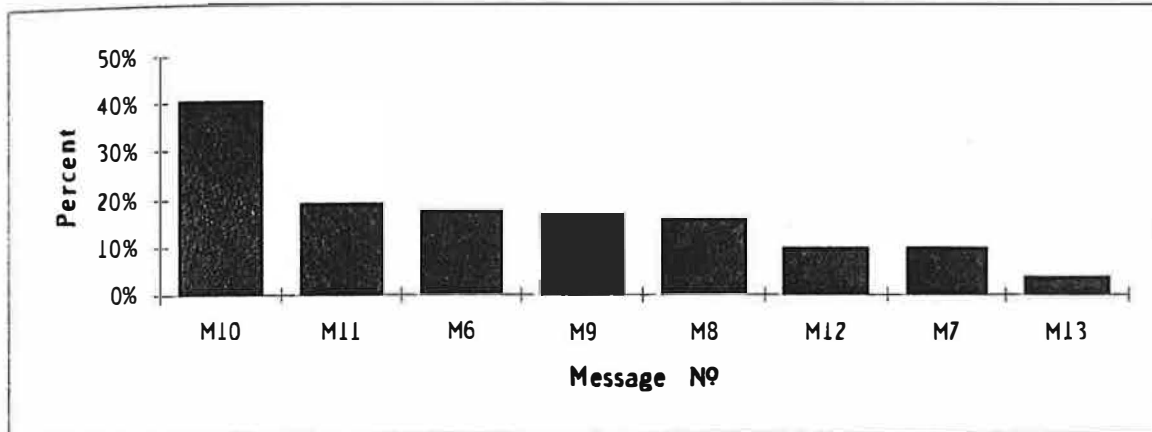
This category asks whether respondents recalled the campaign (**without** any visual prompting). See Figure 8 for a bar graph of unprompted ad recall. Here are the results:

- o Overall, unprompted recall was extremely high: 76% of the respondents recalled the campaign without visual prompts. Moreover, while roughly 50% of the respondents were polled outside venues with the ads, the remaining 50% were polled on the neighborhood streets, in lesser proximity to where the ads are installed.
- o Recall was highest among those who reside in the Polk and Castro neighborhoods.
- o By age, the lowest recall rates were among respondents under 21 and over 50.
- o African-Americans had the highest recall rate (95%); Asians had the lowest rate of recall (63%).
- o The ad with the greatest recall was "Safe Sucks" (M10): 41% of the respondents recalled seeing it without prompting; this percentage is significantly higher than all others.
- o The ad with the second greatest recall (19%) was M11- the three men with a broken condom; one man is in a sling.
- o The lowest recall was (M13), the Latino man with a condom in his hand (4%). However, this may be explained by the fact that only 8.4% lived in the Mission district where this ad was primarily located.



- o Men who were 50+ had consistently lower recall rates, except for the oral sex ("Safe Sucks") poster.

Figure 8: Unprompted Recall of Each Ad.



### Prompted Recall

Prompted recall measures another form of retention. Did respondents remember the campaign when they were shown copies of the posters? Interviewers showed respondents the eight posters from the campaign. The results are as follows:

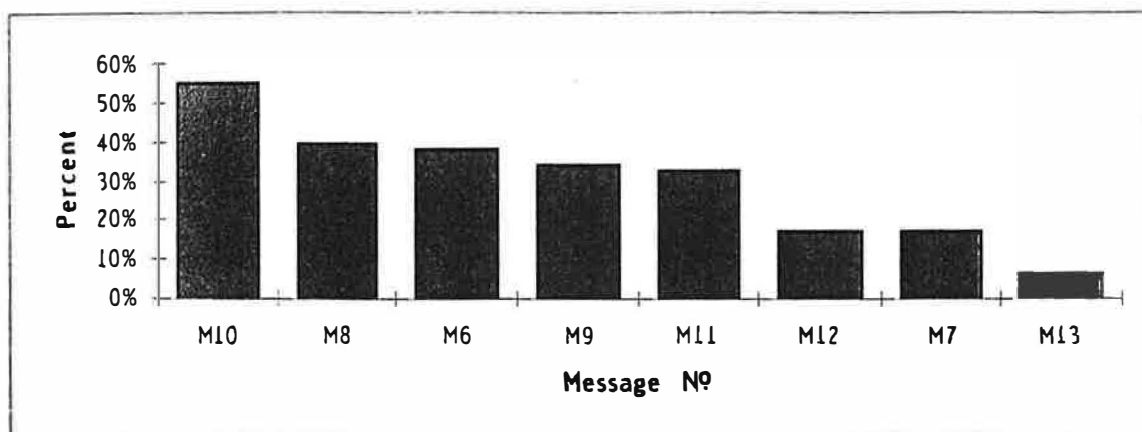


- o Again, the "Safe Sucks" poster enjoyed the highest prompted recall rating (55%).
- o A man pissing in a urinal, **without** his penis exposed (M8), was the second most recalled poster; 40% of the respondents remembered it.
- o Thirty-nine per cent (39%) of the sample recalled the condom in the shot glass (M6).
- o A man pissing in a urinal, **with** his penis exposed (M9), was recalled 35% of the time.
- o The sling scene (M11) was recalled 33% of the time.
- o Again, men over 50 had the lowest prompted recall rates.
- o Asians also continued to have the lowest recall rates.

- o Initially, some men said they had never seen the ads, but when shown the ads, they remembered these ads: "Safe Sucks" ( 13% ); ( M9 ) man pissing with penis exposed ( 10% ); and ( M6 ) the condom in a glass ( 8% ).
- o Proportionately, the condom in a shot glass ( M6 ) had a higher recall rate by Latinos ( 40.9% ) than any other racial category. Nearly equal amounts of Caucasians also recall it ( 39.2% ).
- o Aside from the shot glass poster, there are no other significant statistical differences in prompted recall rates among different racial groups, positive or negative HIV status, or educational levels.

A bar graph follows ( Figure 9 ) showing the prompted recall rate of each ad by percentage.

Figure 9: Prompted Recall of Each Ad.

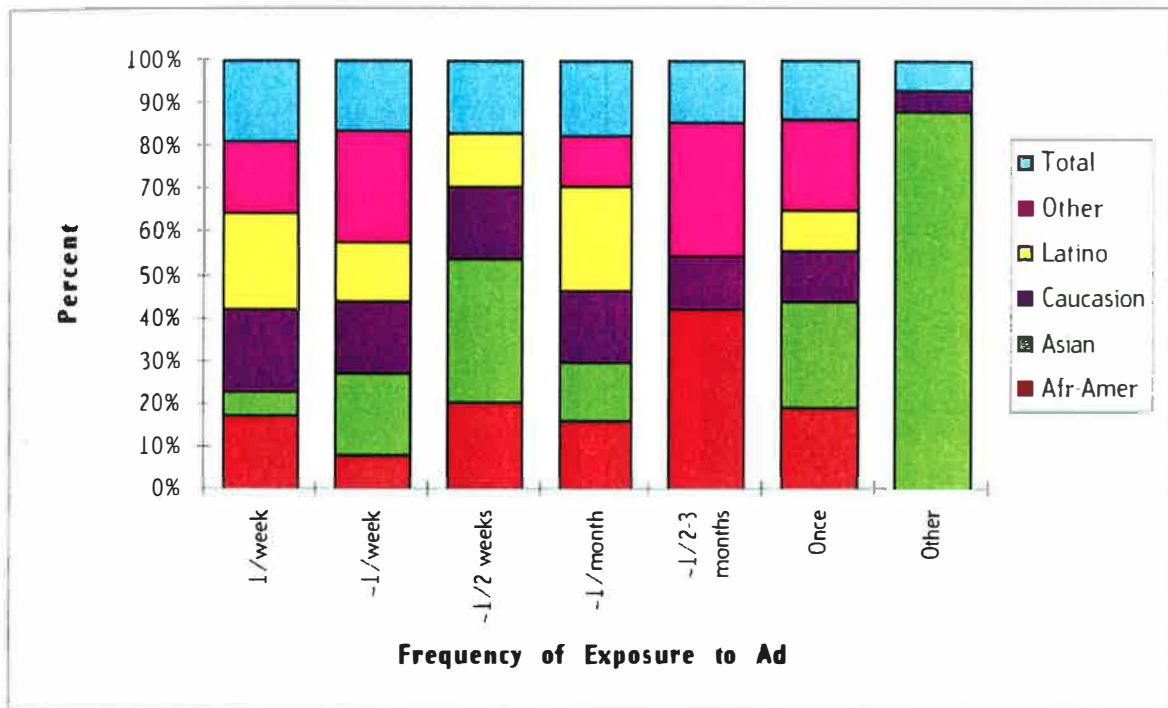


## Frequency

We asked respondents **how often** they saw the ads. Two outcomes were noteworthy:

- o Frequency was very high: 59% of the sample see the ads at least once each week. And 87% of the respondents see the ads once a month.
- o By race, Asians had the lowest frequency of exposure, followed by African-Americans. See Figure 10 for a breakdown of exposure/frequency, divided by racial identification.

Figure 10: Frequency of Exposure to Ad/By Racial Identification.



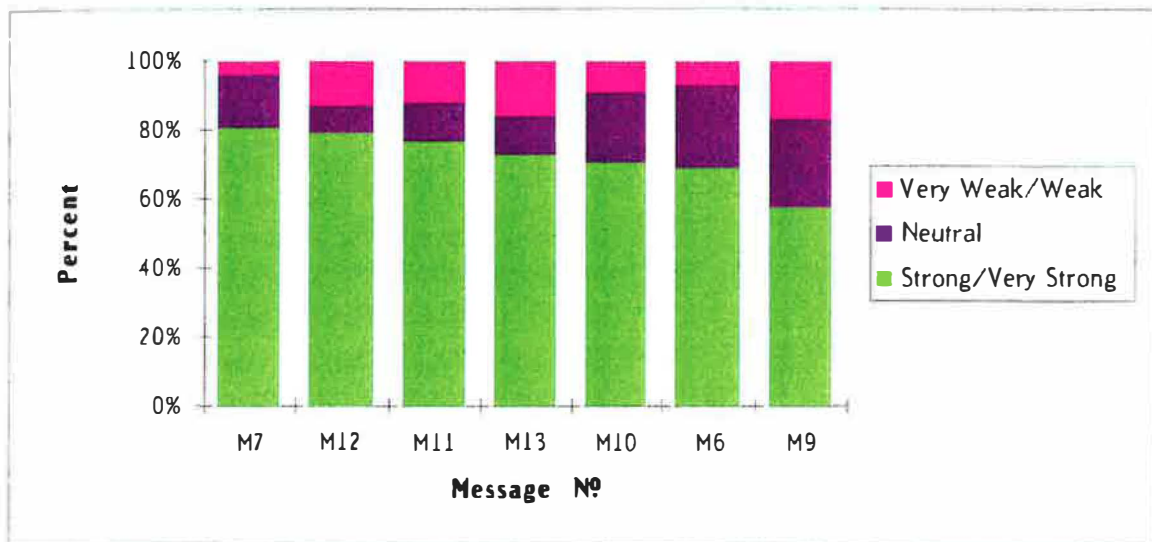
### Perceived Impact

This category asked the respondents to rate the degree of impact (either favorable or unfavorable reactions) that each ad had on him. The results follow:

- o Two men in bed (M7) had the highest favorable impact rating with 81% of the respondents rating its impact as "strong" or "very strong."
- o Message number 12, "Partying with Crystal," had the second highest favorable impact with a rating of 79%. Conversely, 10.3% said the ad was "very weak." People reacted strongly to this poster, they either strongly liked or disliked it.
- o The group sex scene with a sling (M11) received the third highest favorable rating with 77% of the respondents indicating a "strong" or "very strong" impact.
- o The highest unfavorable impact was reported for (M8) the man pissing at a urinal without his penis exposed. Eighteen per cent (18%) felt the ad was "weak" or "very weak."

- o The Spanish language ad (M13), "Cojelo con Cuidado," scored well, with 73.7% responding that it was "very strong/strong." However, this ad also received a significant unfavorable rating, with 15.8% choosing "weak."
- o Overall, African-Americans were the group most favorably disposed to the ads.

Figure 11: Perceived Impact By Ad.



### New Information

There was little new information reported from these ads. The respondents were favorably disposed to being reminded, but walked away with little new information. There were four exceptions to this general outcome:

- o "What to do when a condom breaks" provided the most new information. Twenty-one men said, "don't douche" and "take a dump" was new information. However, people were confused by the exact meanings of both "douche" and "dump".
- o The second new piece of information was the additional provider services. Thirteen men learned new sources for help this way.
- o Ten men learned new information about oral sex guidelines. They did not know they should not floss or brush before sex, or they should not have oral sex if their gums were bleeding or cut.
- o Six respondents learned they should drink more fluids on crystal.



## What People Saw

While respondents often recalled at least one central image from each poster, interviewees expressed some confusion about what the ads also contained. For example, in the two ads with a man pissing, respondents "saw" watersports.

In addition, respondents mentioned components of one ad while recalling another ad. This "fusion" of visuals may suggest that the campaign as a totality was being recalled. Or conversely, that respondents' recollection was simply inexact.

The remarks which follow consist of the random recollections of our respondents rather than a response to a direct question.

### M6/ "Bottoms Up" - Shot Glass

- o Most respondents saw the shot glass ( 52.9% ).
- o Roughly a third ( 32.4% ) saw the condom.
- o 11.8% recall the ad's headline.
- o Interviewers say people expressed confusion about what was in the glass; most guessed cum. Also, respondents said image and words contradicted each other since drinking often precludes safe sex.

### M7/ "Bottoms Up" - Two Guys

- o Most people ( 55.0% ) mentioned the ad slogan--"Bottoms Up". This is a remarkably high rating.
- o The image they saw most was two men, 27% of the time.
- o 5% saw a condom.
- o Less than 3% mentioned the cock.
- o Street researchers say copy suggesting anal sex was the key concept rather than drugs/sex connection.



### M8/ "Use Us" - Penis not Exposed

- o Most of them ( 70.0% ) saw "someone peeing, taking a leak, or pissing at a urinal."
- o Another 6.7% recalled the headline.
- o 3.3% commented on how big or "buffed" the model was.
- o Another 3.3% noticed an African-American male.

### M9/ "Use Us" - Exposed Penis

- o Most people saw someone pissing ( 74.1% ).
- o 14.8% noticed the exposed cock.
- o 3.7% described the model as Latino.

### M10/ "Safe Sucks"

- o Most men saw a "blow job;" "[guys] going down." "sucking off" ( 57.1% ).

- o 13% recalled the headline.
- o 7.8% saw "big, buffed guys."
- o 3.9% saw two guys.
- o 2.6% mentioned a leather scene.

#### M11/ "Condom Breaks" - Sling

- o Most people saw "sling boys" or the sling itself, or a bondage scene. In fact, 54.3% did.
- o 28.6% remembered a condom breaking.
- o 13% saw three guys.

#### M12/ "Partying with Crystal"

- o 52.6% mentioned someone tripping on speed.
- o 26.3% recalled a woman of color—either Asian or African-American.
- o Another 15.8% saw a drag queen.
- o 5.3% recalled the headline.

#### M13/ "Cojelo con Cuidado" - Man with Condom

- o 83.3% reported seeing a "Latino," "Hispanic," or "Spanish guy."
- o 16.7% referred to a condom.
- o No one mentioned the headline (which is in Spanish).



### What People Understood

While most people recalled key images embedded in the ads, they also expressed some confusion about what the ads meant.

This section analyzes not just what people saw, but how people interpreted what they perceived.

Generally, respondents sensed they should "have safe sex" or "use condoms" whenever they saw the ads, despite the distinctions and differences contained within each ad.

Again, each message's perceived content is broken down by separately:

#### M6/ "Bottoms Up" - Shot Glass

- o People inferred they should use a condom ( 52.9% ).
- o 32.4% understood they should have safe sex or "be prepared for safe sex when partying."
- o 11.8% did not know what the ad meant.
- o Another 2.9% presumed that "drinking impairs judgment" or "sex and booze don't mix."

### M7/"Bottoms Up" - Two Guys

- o 40% of the respondents inferred they were to have safe sex for whatever kind of sex—"oral, anal, vaginal, whatever" they are about to have.
- o Equal amounts of men (26.7%) inferred (1) they should use condoms and (2) that drugs and booze impair judgment and safe sex choices.
- o 3.3% did not understand the ad.

### M8/"Use Us" - Penis not Exposed

- o The most outstanding ranking on this ad is problematic: 29.4% did not understand the content.
- o 25.0% understood the message to be (1) have safe sex (2) use condoms.
- o 19.1% saw this as an ad for support services.

### M9/"Use Us" - Exposed Penis

- o Nearly a third did not understand the content (32%). This ad was the least understood of all.
- o 26.9% presumed the ad said to have safer sex.
- o 17.3% thought the ad conveyed "use condoms."
- o 15.4% understood they should use the support services listed.
- o For both M8 & M9, street investigators said respondents thought these ads were about watersports and agency numbers were mistaken for condom wrappers. Also, visuals and words clashed.



### M10/"Safe Sucks"

- o 37.4% believed this poster offered safe sex guidelines for oral sex. Street investigators say men wanted more detailed information about oral sex guidelines.
- o Another 28.3% felt it was about having safe sex.
- o Another 26.3% thought it was about using condoms.
- o 4% perceived the men as having unsafe sex.
- o Only 3% did not understand the poster.
- o 1.0% thought it was about using certain programs.

### M11/"Condom Breaks"

- o 45.6% of the respondents felt this was about what to do if a condom breaks.
- o 28.1% understood they should always be prepared for safe sex when partying.
- o 8.8% thought it was about using condoms all the time, under any conditions.
- o 7.0% did not understand the ad.
- o 5.3% believed the ad approximately suggested, "Don't let some guy fist you if you don't know him."

### M12/"Partying with Crystal"

- o Equal amounts ( 37.0% ) of people perceived these messages as ( 1 ) Always be prepared for safe sex ( 2 ) Drugs impair judgment and drugs and safe sex do not mix well.
- o 18.5% inferred they should always use condoms during sex when on drugs.
- o 3.7% believed "Using drugs and alcohol in moderation is naive."
- o No one expressed confusion over this ad.

### M13/"Cojelo con Cuidado" - Man with Condom

- o 50% believed the ad said: Always use condoms.
- o 33% said it was about having safe sex.
- o 8.3% did not understand this ad. Since the ad was in Spanish, this outcome may be interpreted as either a language barrier or a misunderstanding of content for English-speaking men.



## Locations

Respondents cited over 76 sites where they saw the ads. The following list includes the 21 most frequently cited places frequented by our respondents. The actual number of people indicating a particular location is referred to as *n-x*.

1. Castro bars in general/ *n*-48
2. The Stud/ *n*-39
3. Castro Station/ *n*-32  
QT/ *n*-32
4. City Athletics/ *n*-26
5. The Country Club/ *n*-25  
Detour/ *n*-25  
Valencia coffee shops/ *n*-25
6. Badlands/ *n*-22
7. Worn Out West/ *n*-21
8. Buffalo Exchange/ *n*-20
9. Midnight Sun/ *n*-19
10. Metro/ *n*-15  
Reflections/ *n*-15
11. Nightshift/ *n*-13
12. Phoenix/ *n*-12  
Polk bars in general/ *n*-12  
Moby Dick/ *n*-12
13. Jaguar Bookstore/ *n*-11  
Pendulum/ *n*-11  
Trax/ *n*-11



What appears noteworthy here is the placement of ads in clean and sober clubs, coffee shops, and clothing stores appear to be as well remembered as more sex-specific sites and bars. Secondly, Badlands, Jaguar Bookstore, and Phoenix are not campaign venues, but are recalled as such! This outcome parallels the "fusion" of ads: the collapsing of interpretations to "have safe sex" and "use condoms." This suggests the campaign's discrete components may be less important than the power of recall generated by the campaign in its entirety. This phenomenon speaks to the community impact which attends the impact upon the individual viewer.

## How Would You Improve This Campaign?

One hundred eighty-three (out of 202) gay and bisexual men provided individual comments on the campaign and messages: most appreciated them and suggested wider distribution. many had multiple opinions. Thus, we calculated our percentages to indicate how frequently people suggested similar changes or approved of the campaign as a totality. What follows then is the gist of their remarks, ordered from what they said most often to what was said least often. Exemplary quotes are used to illustrate the tone of their remarks. See Figure 12 for the top five improvements/comments on the campaign.

- o **No changes necessary—27.3%.**  
"The posters are great." "Good targeting." "Good to see them explicit, sexual."
- o **Distribute these posters more widely—19.1%.**  
"Show them at bus stops." "at the side of roads." "in the theater district."
- o **Keep them explicit—14.2%.**  
"Include more specific circumstances. backdrops. certain bars."
- o **Simplify the wording to send clearer messages—12.0%.**
- o **Make them less blatant—9.8%.**  
"Try for more subtlety." "Leave more to the imagination." "[Make them] less hard core."
- o **Add more sexual variations—8.7%.**  
"Dildos, women, bisexuals: real people not models: people with physical challenges."
- o **Put out more new designs—8.7%.**  
"When you see them a few times, you stop looking."
- o **Use more close-ups of broken condoms; condoms-in-use; safe sex close-ups—6.6%.**
- o **Scare people—6.6%.**  
"Tell them what to fear." "Show people who are down and out." "[Show] deadly symptoms with drugs. . ." "more degeneration from practices."
- o **Make posters bigger, so they are more visible—6.0%.**



Under 5% also offered the following suggestions:

- o Make posters available to public.
- o Vandal-proof the ads in bathrooms.
- o Use more light in the settings: bars are too dark to see: don't use red-hard to read in a dark setting.
- o Not just men's settings.
- o Add more booze/drug information.
- o Tone down the bodies: they distract people. Use more ordinary-looking people.
- o Make them slicker, like Calvin Klein.
- o Stress the passionate, spontaneous nature of sex. Emphasize the romantic nature of it: more kissing: romance, show the sensual.
- o Sex scenes are too specific. "I'm disgusted by slings." "Slings are retro sex fashion." Leather is a turn-off.
- o Add more oral sex information.



Figure 12: Top Five Improvements on Campaign.

Theme/Content Code	n/Score
No improvements/very effective	50
Wider distribution	35
More explicit/set up scenes very accurately	26
Simplify wording to send clearer messages	22
Less hard-core/less blatant/try for more subtlety	18

## THE GUIDED INTERVIEWS: 10 SERVICE & PREVENTION WORKERS TALK

During a ten day period in late June 1995, a qualitative researcher met with ten key individuals among the city's HIV prevention workers or service providers. She met them at their work sites; most interviews lasted roughly 45 minutes. See Appendix B for a list of these individuals and their agency/affiliation.

Every interview covered these central questions: (1) Have you heard about the campaign? (2) What have you heard about the campaign from your colleagues and/or on the street? (3) What specific praise and criticism do you have to offer us, so that we can cater to the needs of your client base? (4) In your opinion, should this campaign continue? (5) And with what changes?

These themes and opinions emerged from the interviews:

- They have not heard much about the campaign from their clients, but they have discussed the campaign with other prevention workers. This may be due, in part, to the fact that six of them administer programs, rather than provide direct services. Even so, the campaign received positive reviews. . .with some caveats discussed in more detail later.
- This medium—the placement of the ads in bathrooms—is deemed "clever," "great," and "useful," because the ads are placed where people are about to have sex. It serves as a visual reminder or prompt at the exact moment that reminder is useful.
- The campaign itself is a clever one, well-designed, artistic, very attractive, fine colors. "The color is great—bright, sensual, conveys a party scene well." "I thought the images were graphically exciting." "I think they're very attractive, well-designed, good color, clever combination of images plus words."
- It grabs people's attention; people enjoy the explicitness. Yet, some people are also troubled by it. "I'm glad they [the ads] are explicit; it gets attention." "I personally hate the sling scene." "They border on the pornographic."
- They expressed some confusion over the messages, especially the two posters showing men pissing at a urinal. "I'm convinced the fewer the words, the better. For example, 'Safe Sucks' has too much copy."





- Some of the professionals perceived the campaign as too lenient in vaguely condoning the use of crystal. Likewise, its "Safe Sucks" guidelines are also too lenient. Clearly, they were not completely comfortable with the harm reduction/risk reduction philosophy underlying the campaign messages.
- There was concern that some of the language choices may have negative connotations for the target population. For example, one might infer that safe sex sucks: or that being a transsexual/TG/TV is a "drag".
- Most people feel the campaign should be continued with two cautionary notes: (1) an analysis of the relative costs of the campaign must be considered relative to its usefulness (2) the next audiences should be: young men, newcomers to the city, transgender people, and older men who have lost their friends to the epidemic.

### The Buzz

When these ten HIV professionals were asked if they had heard of the campaign, everyone said they had (two needed a visual prompt). While most of them had seen one or more of the ads themselves, the buzz among their clients was minimal or non-existent. The majority of them had talked with other HIV/AIDS professionals about the campaign. (This sample has no front-line workers in it – only administrators and media workers.)



Here is a sample of some representative remarks:

- o "Yes, I've seen it as part of a materials review. And in a bathroom. I hear good things about it. It's a clever idea."
- o "Yeah, I've seen the campaign in the Lone Star. It does tickle me. ...But I'm not as involved with the front-line work. My friends are the targets. ...I hear positive stuff. I think the medium you chose—bathrooms—in public sex environments, restrooms, movie houses, adult bookstores—is a good one."
- o "Yes, I've seen it – bars, bookstores, sex clubs in the Castro and SOMA. But I haven't heard from the guys on the street."
- o "There's only two I've gotten a read on—the condom in a shot glass. The visual is effective. The sling—the message is too complicated."
- o "I've seen the campaign itself."

## As a Medium

The placement of ads in bathrooms is this campaign's strongest asset. HIV/AIDS professionals had the following reactions: it "tickles" them; it's grabbing; it's clever. Moreover, the bathroom has a captive audience with time to read. Plus, the ads are placed exactly where people have sex—which is as close to an ideal locale as possible.

These remarks typify their reactions:

- o "This is an idea with a lot of potential. It's not an easy thing to do [because] this consortium covers the waterfront. ...It's worth putting into other formats, booklets, slides, comics."
- o "It's a clever idea to have in bathrooms; there's nothing else to do. [It] reaches a general public. In sex clubs, they're more apt. This is what people are going there to see/or to be involved with. ...The concept is good; I'd just offer different advice."
- o "It's a great idea when they're about to do something [in a sex environment]. It's pretty hard to reach people right before sex. [It's] an important opportunity to give people reminders at exactly the moment they need it. ...Backrooms are ideal because guys may be out partying, out high, having casual sex."
- o "In a public sex environment, they're going to let a guy do anything to them. The other trick in bookstores and sex clubs is for guys to work very hard to pretend they're somewhere else. [But these ads] are placed there to make the message unavoidable. They're accessible enough to jump out at you. They're friendly enough to see."



While most service workers appreciated the campaign's explicitness, conversely, some had problems with that feature also:

- o It's necessary to be explicit. [People] get so drunk, so high, [they need] explicit pictures they can read.
- o "There's an awful lot of pressure among gay men that being gay is sex. In these ads, there is that implicit assumption."

## Too Lenient

Four respondents questioned the educational/medical accuracy of some ads. Two detoxification counselors took issue with the 'harm reduction' approach of the "Partying with Crystal" ad. When you're doing a speed run, you lose track of the amount you shoot.

whether or not you've had sex, never mind safe sex. So any ad which suggests you can manage crystal with simple solutions like water and sleep underestimates the power and the urgency of speed runs. The ad ultimately sounds naive.

- o I personally view using crystal as highly incompatible with safe sex anyhow. Discourage the use of crystal. Period. Minimally, make it clear crystal use very often leads to unsafe sex. Discontinue its use. Say 'this is bad shit' in a credible way.
- o Serious amphetamine addiction must be fixed first. Everything else is framed by that.
- o Tell them what crystal and poppers do...that they coincide with unsafe sex; both suppress the immune system.

Another public health worker wondered about the medical accuracy of dumping and douching. And wanted to know exactly what "dumping" implied and what "douching" implied.

Another person felt it was too hard to assess if you had a cut in your mouth. Another person could not imagine this scenario. "If I want to have oral sex, do I stop and say, 'Do I have any cuts?'"

### Negative Connotations

Two ads were criticized for using language which had negative connotations. "Tweaking out of control is a drag" might offend transvestites/transsexuals while another person felt that "Safe Sucks" might be interpreted as "It sucks to be safe."

By contrast, another worker felt the acknowledgment that safe sex is less pleasurable was helpful, even an honest and responsible way to gain credibility with the target audience.

### Community-Based Ads

Three interviewees insisted that, although the ads are glitzy and well-designed, it is crucial that the glamour of this package does not supersede the community's own desires—what they really want or need, to see.

- o In an ideal world, I would saturate the neighborhoods.
- o Move away from Madison Avenue. Keep it community-based. Don't get too clever.



- o I'd keep asking the community what they needed, not let the artistic vision of one person take over a campaign.

### Improvements

At the close of each interview, the researcher asked, "How might this campaign be improved to reach your client base?" And also, "Do you have any leftover advice that would be helpful in modifying/continuing the campaign?" This question elicited the largest amount of feedback plus the most divergent feedback based on each respondent's community or clientele. Every remark is captured here, but cited only once.

- o **Be even more inclusive.** Include more African-Americans, more Asians, more people of color. Target young men 17-19; older men (40+); transgenders shooting hormones; people in recovery. Place this campaign in the Tenderloin. Distribute it even more widely. Represent more women; bisexuals sleep with women. Add more languages.
- o **Target younger men under 18.** Make all models younger and darker.
- o **Target the clients even more precisely** in two ways: depict the type of scenes people are in with exact backdrops for that kind of life style or sex scene. For example, show speed in a party concept with everyone taking it together. Also, be sure to focus on the agencies that really serve that population. Larkin Street was misplaced; Bayview was ignored; the most helpful Latino provider was ignored. Al Cunningham, of the Black Coalition Against AIDS, offered this practical tip: use one generic template as a background for service provider information, then use adhesive stickers to target the most precise services for that population.
- o **Provide condoms and lube.** Either behind the bar, or minimally, tell people it is OK to ask for a condom from someone else, or the bartender. While the ads provide a reminder/motivation, without cash or easy access, the idea of safe sex gets lost.
- o **Self-esteem issues must flavor the next stage of ads.** At the close of each interview, one question was asked, "Any closing advice"? Surprisingly, nearly everyone closed by talking about the psychology behind safe sex, specifically self-esteem. These remarks all occurred spontaneously. The gist of these remarks follow this logic: People know about safe sex, the real question is, how come they don't always practice it? Answer: A lack of self-esteem. Despite the recency of the Gay Pride March (or inspired by it) people talked about the paucity of individual pride despite the collective pride of the gay community. One respondent spoke eloquently on this issue:



"I'm convinced there's a lot of unsafe sex out there, especially among young people and older guys like me [who lack] a sense of hope and purpose. ...Who wants to be the last one [to survive]? Everybody I marched with in 1979 is gone. Help people find hope within. Tell them stories of hope. Young men think it's an old guy's problem. If they don't sleep with men over 30, they won't get it. [They also believe] there will be a cure before they get full-blown AIDS."

"...There is a lot to be said for romantic relationships. The trouble with anonymous sex (like fast food) is that it's fine while you're doing it. But, we gay men talk as though sex is what we're all about. The community doesn't honestly examine our relationships. Hope. Romance. We are still not filled with pride."

Another interviewee points to the "Bottoms Up" ad with two men in bed as a good solution and sees the imagery as positive—as did the majority of the men responding to the survey. Another health worker says, "Guys pretty much know the mechanical issues of safe sex. [We need] to address the psychological issues. Why do people engage in high risk behaviors? ...Self-esteem is a predictor of how well we take care of ourselves. Why don't we talk about: Why do people get so fucked up, they don't remember?"



### Future Campaigns: 'Leftover Advice

These prevention workers also imagined the following campaign strategies:

- o **Ads geared to newcomers to San Francisco.** Copy would read something like this: Welcome to San Francisco. Getting laid here without condoms is worse than in Ohio.
- o **Have your own points (needles).**  
Possible copy: Share the sex. Share the drugs. Don't share points.
- o **Retell Prevention 101, but move it to street-level.**  
For a more-informed group, go into greater detail.
- o **Target HIV positive and HIV negative men differently.**  
For HIV positive men, talk about the dangers of re-infection. Respecting yourself. And protecting HIV negative men. Also, use role models/spokesmen. (bartenders, porn stars, community figures) to say "If I had this one to do over, I'd play safe."

For HIV negative men, talk about the value of staying negative. Tell them they have the most to lose. Even though we love our HIV+ brothers, insist on safe sex. Likewise, use role models who are negative.



## OVERARCHING CONCLUSIONS

- The campaign achieved remarkable recognition from the population it sought to reach whether respondents were shown or not shown a visual prompt. Moreover, their retention of the messages was also impressive since half the responses investigators collected were in the neighborhood, but not at the site location of the ads themselves.
- The buzz among the HIV prevention workers and service providers was quiet; however, the consensus of the prevention community was they appreciated the medium itself and the explicit style of the ads. Some of the material was helpful, though these experts balked at the medical accuracy and connotations of some ads.
- The most successful poster in terms of recall was overwhelmingly the "Safe Sucks" poster.
- Since the poster of the Latino man was considered weak by all Latino respondents, this may suggest a miscalculation or misunderstanding about how to transmit information meaningfully into this population. Please note however, this ad was intentionally designed to communicate to Latino men who may or may not identify as gay/bisexual. In this regard, it is unlike the other ads because it is not as highly targeted. This decision was made to enable the ad to be placed in venues that are less gay-identified, such as bookstores, coffee shops, and restaurants in the Mission district. These venues have a smaller proportion of gay customers and this ad would be more acceptable to the closeted and heterosexual men who go there. It is, therefore, not surprising that the men with a strong gay identity would find the ad "weak".
- The campaign should be continued. One respondent said, "Definitely. [It's] one of the most innovative and clever campaigns I've seen them [SF AIDS Foundation] do. It really does reach a lot of people."
  - Absolutely worth continuing primarily [because of] where the ads can be placed—their proximity to real sexual activity. We've all been in sex clubs, bathhouses. [These ads] go much further to deliver a timely message.
  - I hope this campaign keeps going. And do more of it.
  - I see the ads and I'm glad they're there. I don't assume they're a waste of money just because I already know this information ...I'd say



take the same format (and resources permitting) and expand the campaign to untargeted people.

- Another consensus also emerged: young men under 18 and older men over 40 would be the next two prime targets. A third constituency—newcomers to the city—also was flagged.





**APPENDIX A  
SURVEY INSTRUMENT**



IS - SFAF HIV Prevention Campaign No 1 - Evaluation Questionnaire

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_ Location: \_\_\_\_\_

Introduction: Hi. I'm \_\_\_\_\_ and I am conducting a survey of an HIV prevention program.  
Do you have a few minutes?

I am going to ask some questions about an advertising campaign where small posters in black plastic frames are put in rooms in bars and restaurants and other places where gay and bisexual men go. This survey will take about 5 to 10 minutes and everyone who participates receives \$3 for helping.

Please tell me which answers best fit your response to these questions:

How would you describe your sexual orientation?

- Gay       Bisexual       Heterosexual/other      [END Interview]

Where do you live?

- San Francisco:      Neighborhood:       Castro  
(0 - 200)       Haight  
 Mission  
 Polk  
 South of Market  
 Other: \_\_\_\_\_
- Bay Area: \_\_\_\_\_  
(0 - 50)
- Other [END INTERVIEW]

What is your age?

- Under 21       21 - 30       31 - 40       41 - 50       51 or over  
(25)      (60)      (60)      (40)      (25)

What is your educational background?

- No High School » »       Some HS       Completed HS       Some College  
 College Degree       Some Post-Graduate       Post-Graduate Degree

How would you define your race/ethnicity?

- Caucasian » »       African Am       Asian       Hispanic  
(110)      (30)      (30)      (30)

Other (do not read ) \_\_\_\_\_  
(10)

**What is your HIV status?**

- Negative (130)     Positive (30)     Don't Know [Do not Read] (30)     No Answer (20)

**Have you seen any small HIV prevention posters in black plastic frames , in the bathrooms or other locations in bars, restaurants, clothing stores, or other places you've been?**

- Yes [GO TO QUESTION N°8]  
 No [GO TO QUESTION N°10]

**Please tell me which posters you recall seeing?**

Code	Description (in respondents own words)
M6	_____
Shot Glass	_____
M7	_____
Guys/Bed	_____
M8	_____
No Dick	_____
M9	_____
Dick	_____
M10	_____
Blow Job	_____
M11	_____
Sling	_____
M12	_____
Crystal	_____

M13

Spanish

SHOW MESS. SHEET TO THOSE WHO RECALLED 1 OR MORE POSTERS

Which of these posters have you seen?

What is the main message of this poster?  
[ask for each poster they recall]

Code

Main Message

16

ot Glass

7

ys/Bed

8

o Dick

9

ck

10

low Job

11

ing

12

ystal

13

anish

3. **Where did you see the/these poster(s)?**  
[ask for each poster they recall]

Poster \_\_\_\_\_ Location \_\_\_\_\_

Poster \_\_\_\_\_ Location \_\_\_\_\_

Poster \_\_\_\_\_ Location \_\_\_\_\_

Locations only \_\_\_\_\_

SHOW MESS. SHEET TO THOSE WHO DID NOT RECALL ANY POSTERS

Have you seen any of these posters?

No [END INTERVIEW]       Yes (which ones?)

What is the main message of this poster?  
[ask for each poster they recall]

<u>Code</u>	<u>Main Message</u>
M6	_____
Shot Glass	_____
M7	_____
Guys/Bed	_____
M8	_____
No Dick	_____
M9	_____
Dick	_____
M10	_____
Blow Job	_____
M11	_____
Sting	_____
M12	_____
Crystal	_____

M13 \_\_\_\_\_

Spanish \_\_\_\_\_

a. **Where did you see the/these poster(s)?**  
[ask for each poster they recall]

Poster \_\_\_\_\_ Location \_\_\_\_\_

Poster \_\_\_\_\_ Location \_\_\_\_\_

Poster \_\_\_\_\_ Location \_\_\_\_\_

Locations only \_\_\_\_\_

**In general, how often have you been seeing these posters?**  
(read answers)

- More than once a week
- About once a week
- Once every 2 weeks
- Once a month
- Once every 2 or 3 months
- Other (do not read) (probe for answer): \_\_\_\_\_

**Please rate the impact each poster had on you?**

Very Strong. Somewhat Strong. Neutral. Somewhat Weak. Very Weak

Ad Code	Very Strong	Somewhat Strong	Neutral	Somewhat Weak	Very Weak
M6 hot Glass					
M7 Guys/Bed					
M8 No Dick					
M9 Dick					
M10 Blow Job					
M11 Sling					
M12 Crystal					
M13 Spanish					

? **Have any posters influenced your behavior or your feelings about safe sex or alcohol/drug**

	Yes - How has it changed you?	No - Why not?
M 6		
ShotGlass		
M 7		
Guys/Bed		
M 8		
No Dick		
M 9		
Dick		
M 1 0		
Blow Job		
M 1 1		
Sling		
M 1 2		
Crystal		
M 1 3		
Spanish		

4. Did any posters contain info that was new or useful?

No [GO TO NEXT QUESTION]    Yes (Which poster/What Info)

Code	New/Useful Information
M 6	
M 7	
M 8	
M 9	

- M10 \_\_\_\_\_
- M11 \_\_\_\_\_
- M12 \_\_\_\_\_
- M13 \_\_\_\_\_

**15. Have you talked about these posters with other people?**

- No [GO TO NEXT QUESTION]
- Yes (Who did you talk to/what did you talk about?)

Ad Code	Talked To?	About what?
<input type="checkbox"/> M6	_____	_____
<input type="checkbox"/> M7	_____	_____
<input type="checkbox"/> M8	_____	_____
<input type="checkbox"/> M9	_____	_____
<input type="checkbox"/> M10	_____	_____
<input type="checkbox"/> M11	_____	_____
<input type="checkbox"/> M12	_____	_____
<input type="checkbox"/> M13	_____	_____

**16. How would you improve these posters? - Be as specific as you can.  
(make everyone give some answers)**

Ad Code	Improvements?
<input type="checkbox"/> M6	_____
ShotGlass	_____
<input type="checkbox"/> M7	_____
Guys/Bed	_____
<input type="checkbox"/> M8	_____
No Dick	_____



M9

Dick

M10

Blow Job

M11

Sling

M12

Crystal

M13

Spanish

**CONCLUSION:**

Thank you very much. Your responses will be helpful in creating more effective HIV prevention projects. Here is \$3, as a token of our appreciation. Thanks again.

Date prepared: 6.2.95

**APPENDIX B  
LIST OF INTERVIEWEES:  
HIV PREVENTION/SERVICE WORKERS**



## Appendix B HIV Prevention Workers Consulted

Ben Carlson  
Community Relations Director  
Mobilization Against AIDS

Eric Ciasullo  
Former Program Director  
Delinquency Prevention Commission

Al Cunningham  
Media Coordinator  
Black Coalition Against AIDS

Bob Hayes  
Researcher  
Center for AIDS Prevention

Yolanda Lewis  
Co-Director, Tenderloin AIDS Resource Center

Tom Nolan  
Executive Director  
Open Hand

Bruce Occena  
Head, Medical Detoxification Unit  
San Francisco General Hospital

Tracy Packer  
Health Educator  
SF Department of Public Health

Dana Van Gorder  
Lesbian Gay Health Coordinator  
SF Department of Public Health

Hank Wilson  
Act Up/Golden Gate

**APPENDIX C  
BIOGRAPHIES OF  
PRINCIPAL INVESTIGATORS**



## Appendix C

### Bios of Principal Investigators

**Ce Ce Iandoli** is an Associate Professor at San Francisco State University where she teaches technical writing, visual production, and seminars in graduate research. She worked *pro bono* for the San Francisco AIDS Foundation for the past six years. She received her Doctorate in Social Policy Analysis from Harvard followed by two postdoctoral research appointments at Stanford University and most recently at the University of California at Berkeley. In this project she collaboratively designed and interpreted the research protocol with Kent Meek. She also did the write-up.

**Kent Meek** is a Principal of Cogent Real Estate Economics. Kent served as the statistician, research designer, and interpreter of quantitative outcomes for this project. He has worked as a statistician specializing in trend analysis for 20 years. Kent Meek received his BS in Math and Physics and his Master's in Regional and City Planning from the University of Oklahoma.

**Ed Ortega** served as a street outreach investigator for this project. Ed is pursuing his Masters degree at San Francisco State University. His undergraduate degree from California Polytechnic at Pomona is in Mechanical Engineering.

**Harlow Franklin Newton III** also worked as a street outreach worker with Ortega. He is pursuing an interdisciplinary degree in Spanish, Business, and Psychology. At Glide Memorial Church, he volunteers to feed the homeless and works on child daycare projects.

**APPENDIX D  
VENUE LIST**



Appendix D  
Venue List

CASTRO

VENUE NAME	VENUE TYPE
Bagdad Cafe	Cafe/Diner
Bear	Bar
Body	Clothing
Castro Country Club	12 Step Club
Castro Hibachi	Restaurant
Castro Station	Bar
Citizen	Clothing
City Athletic Club	Gym
Detour	Bar
Edge	Bar
1808	Sex Club
Elephant Walk	Bar/Restaurant
Eros	Sex Club
Galleon	Bar/Restaurant
Gauntlet	Piercing/Tattoos
G.W.Finley	Clothing
Headquarters	Bar
Hot n' Hunky	Restaurant
Husbands	Clothing
Image Leather	Clothing (Leather)
Joise's	Cafe/Cabaret
Leather Zone	Clothing (Leather/Western)
Lupann's	Restaurant

(CASTRO CONTINUED)

Market Street Gym	Gym
Mercury Mail Order	Sex Store
Metro	Bar/Restaurant
Midnight Sun	Bar
Mint	Bar/Restaurant
Moby Dick	Bar
Night Shift	Bar
Orphan Andy's	Restaurant/Diner
Pasqua	Cafe/Coffee Shop
Patio Cafe	Restaurant
Pendulum	Bar
Penguin	Clothing
Pilsner Inn	Bar
Rolo (450 Castro)	Clothing
Sausage Factory	Restaurant
Sun Days	Tanning Salon
Transfer	Bar
Twin Peaks	Bar
Wild Wild West	Clothing (Western)
Worn Out West	Clothing (Western)
Steamworks (BERKELEY)	Sex Club/Bath House



HAIGHT

VENUE NAME	VENUE TYPE
Armadillos	Bar
Boomerang	Bar
Buffalo Exchange	Clothing
Cafe International	Cafe/Coffee Shop
Coffee Zone	Cafe/Coffee Shop
Erno Tattoo	Tattoo Parlor
Ground Zero	Cafe/Coffee Shop
Held Over	Clothing Store
Horse Shoe Cafe	Bar
Love & Haight	Restaurant
Murio's Trophy Room	Bar
Nki's BarB-Q	Bar
Night Break	Bar
People's Cafe	Cafe/Coffee Shop
Pork Store Cafe	Restaurant
Squat & Gobble	Restaurant
Toronado	Bar
Trax	Bar

MISSION DISTRICT

VENUE NAME	VENUE TYPE
Dirty Tongue	Video Store
Esta Noche	Bar/Club
La Cumbre Taqueria	Restaurant
La India Bonita	Restaurant
Mission News	Sex Store/Video Booths
Muddy Waters	Cafe/Coffee Shop
New Dawn	Restaurant
Panchita's Rest. Nº2	Restaurant
Super Taco	Restaurant
Theater Rhinosaurus	Theater

POLK/TENDERLOIN

VENUE NAME	VENUE TYPE
Campus Theater	Porn Theater/Live Acts
Cinch	Bar
Company	Bar
Frenchy's	Sex Store/Video Booths
Gate	Bar/Restaurant
Kimo's	Bar/Club
Kokpit	Bar
Locker Room	Sex Store/Video Booths
Le Salon	Sex Store
Main Squeeze	Restaurant
N'Touch	Bar/Club
Play Inn	Bar
Polk Gulch	Bar
Q.T.	Bar
Reflections	Bar
Rendezvous	Bar/Restaurant
Sliders	Restaurant/Burger Joint
Wooden Horse	Bar

SOMA (South Of Market)

VENUE NAME	VENUE TYPE
Blow Buddies	Sex Club
Brainwash	Cafe/Laundry
City Entertainment	Sex Store/Video Booths
Club Ten15	Dance Club
Covered Wagon	Bar/Live Music
DV8	Dance Club
Eagle	Bar
End Up	Bar/Club
Folsom Gulch	Sex Store/Video Booths
Hamburger Mary's	Restaurant/Bar
Hole in the Wall	Bar
Lone Star Saloon	Bar
Mr. S Leather	Clothing (Leather/Exotic)
My Place	Bar/Backroom
Stud	Bar/Club