

For Immediate Release

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FORMER ADULT FILM PERFORMER TELLS HER STORY IN PRO PROP. 60 TV AD

Cameron Adams Urges Passage of Tougher Rules on Condom Use in Adult Films

Los Angeles, Aug. 8, 2016 – A [TV ad in support of Proposition 60](#) and featuring former adult film performer Cameron Adams will be airing on major cable TV news channels in the Los Angeles, San Diego and Sacramento markets starting today.

“This powerful 30-second spot will be broadcast in three of California’s top TV markets,” said Rick Taylor, chief strategist for the Yes on 60/FAIR (For Adult Industry Responsibility) campaign.

“Cameron does a terrific job of selling our message that Prop. 60 is needed to protect the health of adult film performers,” said Taylor.

“It’s only fair that the young men and women in this business have the same workplace protections that employees in other industries now enjoy,” Taylor added. “They’ve been abused for too long. The adult industry’s producers and investors - who are bankrolling the fight against Prop. 60 - refuse to protect their performers’ health. Prop. 60 will change that.”

The measure on the Nov. 8 ballot would close loopholes in a California health and safety rule in effect since 1992. That 1992 rule requires adult film performers to wear condoms in explicit sex scenes to protect them, their partners and crew members from sexually transmitted diseases. (STDs). However, this rule is routinely violated. Officials at Cal/OSHA have filed dozens of citations against adult film industry producers for violating the rule. But the industry has frequently found ways to evade the law.

In the ad, Adams relates how she became HIV-positive after briefly working in the adult film business. “I heard their [the adult film industry producers] big promises. But all I got after three months on the job was HIV,” Adams states.

Based on her personal experiences, Adams says adult film industry producers regularly “bully” performers not to wear condoms, and these producers “get away with” these violations because of loopholes in the rules. Prop. 60 will close those loopholes and strengthen health officials’ enforcement efforts.

A list of the health organizations and doctors who endorse Prop. 60 appears on screen.

The ad ends with Adams asking voters to support Prop. 60, saying “no worker should have to risk their health to keep their job.”

Studies have shown 97 percent of adult film sex scenes are shot without condoms and that one-in-four performers are sick with STDs at any given time. “I never saw so much chlamydia and gonorrhea in a population,” Dr. Peter Kerndt, former head of the Los Angeles County STD Program, told the *Los Angeles Times* in March 2016 after reviewing one study of the incidence of STDs among adult film performers.

Prop. 60 will close loopholes that Cal/OSHA officials have said interfere with their efforts to enforce the condom rule. It will extend the window of time (the statute of limitations) state officials will have to file a complaint against adult film producers. In addition, Prop. 60 will enable safety and health officials to seek penalties not only against the producers of condom-less film productions but also against the agents and distributors of such films.

“We heard from Cal/OSHA officials about what loopholes in the law were causing them the most problems,” said Taylor. “Now we’re fixing them.”

Prop. 60 is endorsed by numerous major medical and public health groups who recognize that condoms are the best method to protect adult film performers from STDs and HIV, including:

- Jeffrey Klausner, MD, MPH - Professor, UCLA School of Medicine
- Paula Tavrow, PhD - Director, UCLA Bixby Program on Population and Reproductive Health
- Gary Richwald, MD, MPH - Former Director, Los Angeles County STD Program
- Cynthia Davis - Board Chair, AIDS Healthcare Foundation
- California State Association of Occupational Health Nurses
- California Academy of Preventive Medicine
- San Francisco Medical Society
- Southern California Coalition for Occupational Safety and Health
- American Sexual Health Association
- Beyond AIDS
- California Communities United Institute