**Soda Politics: Taking on Big Soda (and Winning)**

**Marion Nestle**

**MEDIA RESOURCES KEYED TO CHAPTERS (updated 6/29/16)**

**These are videos, audios, songs, infographics, commercials, anti-commercials that can be used to illustrate points made in the chapters.**

**1. Sodas: inside those containers**

* ***Video***: Is caramel color carcinogenic? Michael Greger, MD. NutritionFacts.org.

<http://nutritionfacts.org/video/is-caramel-color-carcinogenic/>.

**3. The sugar(s) problem: More facts and figures**

* ***Slideshow:*** Sweet comparisons: How much sugar is in that drink? CNN Money.

http://www.cnn.com/2014/07/02/health/gallery/sugar-sweetened-beverages/index.html

* ***Music*:**The Archies's "[Sugar, Sugar](http://www.amazon.com/Sugar-Archies/dp/B000023XG5)" & Def Leppard's "[Pour Some Sugar On Me](http://www.amazon.com/Pour-Some-Sugar-On-Me/dp/B005AZ060O)"
* ***Music video:*** That sugar song from That Sugar Film ([http://www.thatsugarfilm.com](http://www.thatsugarfilm.com/))

<https://www.youtube.com/watch?v=Ix-so6ifG_0>

* ***Video*:** Parks and Recreation on soda sizes.

 <http://www.weightymatters.ca/2013/05/is-this-future-of-child-size-drinks-at.html>

* ***Video*:** Are sugary foods addictive? Michael Greger, MD. NutritionFacts.org.

<http://nutritionfacts.org/video/are-sugary-foods-addictive/>

* ***Video*:** BBC interview with the president of Coca-Cola Europe, James Quincey, who admits that soft drinks contain too much sugar. Blackmore W. Watch This Soda Exec Get Grilled About Coke's Sugar Content. December 9, 2013. <http://www.takepart.com/article/2013/12/09/coke-exec-gets-grilled-bbc-show>.
* ***Video*:** What will happen if you boil Coke? Crazy Russian Hacker, June 3, 2014. <https://www.youtube.com/watch?v=LZp29Qeu8_U#t=160>
* ***Video:*** This is what happens when you boil an iPhone 6 in Coke. TechRax, Business Insider, 2015.

<http://www.businessinsider.com/iphone-6-coke-boil-apple-techrax-youtube-2015-2?utm_source=gatehouse&utm_medium=referral>

**5. The health issues: Obesity, diabetes, and more**

* ***Video:*** What's So Harmful About Sodas & Sugary Drinks? Kick the Can.

<https://www.youtube.com/watch?v=HpszDA_UpuI>

* ***Video:*** "Make Someone Happy" anti-commercialcountering Coca-Cola’s Christmas marketing campaign. El Poder del Consumidor, 2014
[**http://bit.ly/1wuEdls**](http://bit.ly/1wuEdls)
* ***Video:*** *S*anta Claus, with diabetes, resigns from Coca-Cola. El Poder del Consumidor
[**http://bit.ly/1sPWs5k**](http://bit.ly/1sPWs5k)
* ***Video:***At Needle Point (prize-winning student film about sodas and diabetes), 2015

<http://realfoodmedia.org/films/>

* ***Film Trailer:*** *S*weet Agony: The Toll of Junk Food [diabetes]. El Poder del Consumidor, 2014

<http://www.youtube.com/watch?v=X-QEMha_Zxw>

* ***Song*:** Alma Azucarada, El Poder del Consumidor (in Spanish)

<https://soundcloud.com/user-184647839/11-alma-azucarada>

**6. Advocacy: Soda-free teeth**

* **Video:** Dew mouth and the luxury of dental hygiene. HuffPostLive, September 24, 2013.

<http://live.huffingtonpost.com/r/segment/mountain-dew-destroying-mouths-in-appalachia-/523bc4da02a7600e7e00036d>.

* **Video:** Karen Sokal-Gutierrez: TEDx talk "Trick or Treat? The New Child Health Pandemic," May 12, 2013. <http://www.youtube.com/watch?v=YnsTvfNXPk4>.
* **Video:** In El Salvador, tooth decay epidemic blamed on junk food, lack of information. PBS News Hour, June 8, 2012. <http://www.pbs.org/newshour/bb/globalhealth/jan-june12/elsalvador_06-08.html>.
* **Video**: The Children’s Oral Health and Nutrition Project, Alli Kiru, Ecuador

<https://www.youtube.com/watch?v=v5PBh2qG1Yw>.

* **Video**: The Children’s Oral Health and Nutrition Project, El Salvador. <http://www.youtube.com/watch?v=hkrtF7NRNs8>.
* **Video**: The Children’s Oral Health and Nutrition Project, Nepal <http://www.youtube.com/watch?v=6caR0Ybz0h0>.
* **Video**: The Children’s Oral Health and Nutrition Project, Nepal

<http://www.youtube.com/watch?v=S0Yom_xdj2M>.

* **Video**: The Children’s Oral Health and Nutrition Project, Vietnam

<http://www.youtube.com/watch?v=6OxbNKWl-so>.

**7. Meet Big Soda: An overview**

* ***Video***: 5 minute history of Coca-Cola

<http://www.coca-colacompany.com/videos/animated-history-of-coca-cola>

* ***Infographic:*** Who owns organics? [Soda companies, among others]

<http://www.cornucopia.org/wp-content/uploads/2006/12/Updated-Organic2014.pdf>.

* ***Infographic:*** The illusion of diversity: Visual representation of the soft drink industry, 2008. <https://www.msu.edu/~howardp/softdrinks.html>.

**8. Obesity: Big Soda’s response**

* ***Video:*** Coca-Cola’s “Coming Together” <http://www.youtube.com/watch?v=zybnaPqzJ6s>
* ***Video:***CSPI’s satire, “Coming Together, Translated” <http://www.youtube.com/watch?v=RyeImvWtnr4>
* ***Video:*** Coca-Cola’s “Happiness is Movement”

<https://www.youtube.com/watch?v=6oLs6SGc3Ng>.

* ***Video:*** Coca-Cola’s video on how to burn off 140 “happy calories” (banned in the UK and Mexico) <http://www.huffingtonpost.com/2013/07/18/coca-cola-ad-banned_n_3618635.html?utm_hp_ref=business>.
* ***Video:*** The American Beverage Association’s “Mixify” ad

[http://mymixify.com/about/](http://t.co/JquEkRyhlo)

**9. Marketing sugary drinks: Seven basic principles**

* ***Infographic***: Center for Science in the Public Interest, The Power of Celebrity Endorsements.

<http://cspinet.org/new/pdf/power-of-celebrity-soda-endorsements.pdf>.

* ***Animation:*** Pepsi and Coca-Cola logos over the years, Washington Post, 2015

<http://www.washingtonpost.com/blogs/wonkblog/wp/2015/06/08/12-mesmerizing-animations-show-how-much-the-logos-for-apple-coca-cola-and-other-famous-brands-have-evolved>

* ***Video:*** Pepsi-Cola’s “Twice as much for a nickel,” 1939

<http://www.youtube.com/watch?v=N-Nu9bh4g4U>.

* ***Video:*** Queer Nation’s remix parody of “I’d like to buy the world a Coke,” LGBT protests at the Sochi Olympics. <https://www.youtube.com/watch?v=g11nN5yee7U>.
* ***Video:*** Coca-Cola’s “I’d like to buy the world a Coke,” 1971. <https://www.youtube.com/watch?v=2msbfN81Gm0>. Also see Wolly B. American History Museum Scholar on the history. Smithsonian, May 18, 2015. <http://www.smithsonianmag.com/smithsonian-institution/american-history-museum-scholar-coke-advertisement-180955318/?no-ist>
* ***Video:*** Coca-Cola’s “Reasons to Believe” commercial, Norway.

<https://www.youtube.com/watch?v=_QdyaK3t0ww>.

* ***Video:*** Coca-Cola’s “Reasons to Believe” commercial, Ireland.

<https://www.youtube.com/watch?v=xo7Vyf3EyFw>.

* ***Video:*** Coca-Cola: I’d like to teach the world to sing (1990)

<http://www.youtube.com/watch?v=ib-Qiyklq-Q&feature=youtu.be>

* ***Video:*** Coca-Cola’s “Share-A-Coke” campaign, Australia 2012

<http://www.youtube.com/watch?v=2X8Bd3-G6IU>

* ***Video:*** Coca-Cola: Small World Machines: Happiness without borders, 2013

<http://www.coca-colacompany.com/stories/happiness-without-borders>

* ***Video:*** Coca-Cola’s “America the Beautiful” Super Bowl commercial, 2014. <https://www.youtube.com/watch?v=443Vy3I0gJs&feature=youtu.be>.
* ***Video*:** Center for Science in the Public Interest, The [celebrity] Sellouts, 2013.

<https://www.youtube.com/watch?v=0zP3NOs_xOQ>.

* ***Video:*** No on E: The San Francisco Beverage Tax

<http://www.youtube.com/watch?v=C2gcDVsm9-A&list=UUYNWmXSqx3UKU2JImXqpX_Q>

**10. Starting early: Marketing to infants, children, and teens**

* . ***Video:*** Former Coca-Cola executive Todd Putman confesses to targeting kids. ABC News, June 8, 2012. <http://abcnews.go.com/WNT/video/soda-exec-confesses-targeting-kids-16529705>
* ***Video*:** Coca-Cola Canada’s Open Happiness project, Toronto soccer. October 9, 2013. <https://www.youtube.com/watch?v=NdpAto40Ads>.
* ***Video:*** Coca-Cola “This is AHH :30 (the Coke commercial made by you!)

<http://www.youtube.com/watch?v=XokGFN86ljc>.

* ***Video:*** Tricks of the junk food business [Coca-Cola’s advergaming]. Dispatches, June 2, 2014

<http://www.channel4.com/programmes/dispatches/4od>

* ***Video:*** ASPIRE@UCLA, Pouring Frights? Pouring rights contract at UCLA, 2016

<https://www.youtube.com/watch?v=0wm4SfTnF4g&feature=youtu.be>

**11. Advocacy: Stopping soda marketing to kids**

* ***Video***: Hearing on “Food marketing: can ‘voluntary’ government restrictions improve children’s health?” Subcommittee on Health and Subcommittee on Commerce, Manufacturing, and Trade, House of Representatives, October 12, 2011.

<http://democrats.energycommerce.house.gov/index.php?q=hearing/hearing-on-food-marketing-can-voluntary-government-restrictions-improve-children-s-health-su>.

* ***Video:*** Hey Coca-Cola, There's a Better Way. #BurpBetter

<http://www.youtube.com/watch?v=JnW-6CEBOhQ>

**12. Advocacy: Getting sodas out of schools**

* ***Video:*** The Relationship between the Coca-Cola Company and the Goizueta Business School [Emory University]

<http://www.youtube.com/watch?v=-bLh9bi_K0Q>

* ***Video***: Daria “Fizz Ed”

<http://www.mtv.com/videos/misc/746172/daria-fizz-ed-53-of-65.jhtml>

**13. Advocacy: Getting kids involved**

* ***Video***: “Targets,” by Obasi Davis

<http://www.youtube.com/watch?v=houn2MxVstw>.

* ***Video:*** “Flavored Lies,” by Maryland high-school students

(Grand Prize Winner YVYC Video Contest)

<https://www.youtube.com/watch?v=dFw0UGxp7IQ&feature=youtu.be>

* ***Video***: “A Taste of Home” Monica Mendoza, Youth Speaks, 2013

http://youthspeaks.org/thebiggerpicture/2013/12/09/a-taste-of-home/

* ***Video***: “Lost in Translation,” Yosimar Reyes, Youth Speaks, 2013.

<http://youthspeaks.org/thebiggerpicture/2013/12/09/lost-in-translation/>

**14. Marketing to African- and Hispanic-Americans: A complicated story**

* ***Infographic:*** Center for Digital Democracy, Junk Food Marketing to Hispanic Youth.

<http://www.centerfordigitaldemocracy.org/hispanic-junk-food-marketing-infographic-may-2014>

* ***Pepsi billboard campaign in English and Spanish***

<http://craigjenkins.ca/wordpress/portfolio/add-portfolio/>

* ***Video:*** Dr. Martin Luther King Jr. calls for boycott of Coca-Cola

<https://www.youtube.com/watch?v=9qxP1fEWrtw>

* ***Video:*** The real Coca-Cola black history timeline, 2007 <http://www.youtube.com/watch?v=wgR92otjoUk>
* ***Video***: “Targets,” by Obasi Davis

<http://www.youtube.com/watch?v=houn2MxVstw>.

* ***Video:*** “Flavored Lies,” by Maryland high-school students

<https://www.youtube.com/watch?v=JOfH4CjTC0Q>

**15. Selling to the developing world**

* ***Film*:** The Coca-Cola Case: The Truth that Refreshes, by Carmen Garcia and Germán Gutiérrez, National Film Board of Canada, 2009. Documentary about labor rights and Coca-Cola in Guatemala, Colombia, and Turkey.

<http://www.thecoca-colacase.org/>.

* ***Video:*** Coca-Cola. Hello Happiness Phone Booths**,** Dubai, 2014. <https://www.youtube.com/watch?v=zlA9tXYxD8g#t=25>.
* ***Video:*** Perfect Soldiers [occupation of Panama by soldiers and Coca-Cola]

<https://www.youtube.com/watch?v=tgh8NxNnhoI>

* ***Video:*** John Oliver on what Coca-Cola should do to clean up FIFA, 2015

<http://deadline.com/2015/06/john-oliver-fifa-sepp-blatter-budweiser-world-cup-last-week-tonight-video-1201435345/>

* ***Video:*** Coca-Cola “Open Your Heart” Christmas 2015 advertisement showing Americans bringing Cokes to an indigenous group in Oaxaca. Under protest from the Mexican Alliance for Nutritional Health, Coca-Cola removed the ad (see http://www.marketwatch.com/story/this-coca-cola-holiday-ad-is-sparking-outrage-in-mexico-2015-12-02).

 https://youtu.be/YdDb9qErLc8

* ***Video:***The Alliance produced its own, edited version of the ad, along with [a translation](http://www.foodpolitics.com/wp-content/uploads/Video-Translation_15.docx).

 <https://www.youtube.com/watch?v=lYeBLWz1K0M&feature=youtu.be>

**16. Advocacy: Excluding sodas from SNAP**

* ***Film:*** A Place at the Table

<http://www.magpictures.com/aplaceatthetable>

* ***Video:*** Boomtown 2--The Business Of Food Stamps

<http://www.youtube.com/watch?v=FT_6g_MhoTU>

**17. Marketing Corporate Social Responsibility**

* ***Video:*** Coca-Cola’s defense of diet sodas, USA Today http://www.usatoday.com/story/money/business/2013/08/13/coca-cola-aspartame-diet-soft-drinks/2650755.
* ***Video:*** Coca-Cola, Happiness is Movement commercial, <http://vimeo.com/71816349>.
* ***Video:*** Coca-Cola, Happy Cycle commercial, 2014.

<https://www.youtube.com/watch?v=N3P73agzjBg>

* ***Video:*** Coca-Cola. The Chairs commercial, Spain, 2013 <http://www.brandchannel.com/home/post/2013/03/27/Coca-Cola-Obesity-Chairs-032713.aspx>.
* ***Video:*** Coca-Cola ad banned in the UK for misleading consumers

http://www.youtube.com/watch?feature=player\_embedded&v=HhpK--XElhU

* ***Videos:*** Coca-Cola ads promoting low-calorie beverage options and physical activity.

<http://www.brandingmagazine.com/2013/12/03/coca-cola-make-fit-not-fat/>.

* ***Video:*** Coca-Cola commercial for its “natural” soda, Argentina, 2013. “Destapa tu Naturaleza” (uncover your nature)

<http://www.youtube.com/watch?feature=player_embedded&v=4sNlcwAh83Y#t=0>.

* ***Video:*** Coca-Cola commercial: Live like grandpa did: move more, eat well, take it easy.

<https://www.youtube.com/watch?feature=player_embedded&v=ExRg8m38rug>

* ***Video***: Dr. Yoni Freedhoff’s commentary on Coke’s living like Grandpa.

<http://www.weightymatters.ca/2013/08/coca-colas-new-anti-obesity-ad-provides.html>

**18. Investing in sponsorships and community partnerships**

* ***Video:*** *Pepsi Refresh Project,* Commercial<http://www.nbcnews.com/video/nbcnews.com/37277514#37277514>
* ***Timeline infographic and critique:*** Pepsi Refresh project. Zmuda N. A teaching moment: professors evaluate Pepsi Refresh project. Advertising Age, October 8, 2012.

<http://adage.com/article/viewpoint/a-teaching-moment-professors-evaluate-pepsi-refresh-project/237629/>

* ***Video:*** *The benefits of Coca-Cola’s 5 by 20 Program.*  Testimonial byBernardita Ribamonte (the Philippines)

<https://www.youtube.com/watch?v=4c3v-8Atg9g>

**19. Supporting worthy causes: health professionals and research**

* ***Audio:*** How food companies court nutrition educators with junk food. NPR, May 14, 2014. <http://www.npr.org/blogs/thesalt/2014/05/14/312460302/how-food-companies-court-nutrition-educators-with-junk-food>.
* ***Audio:*** Dr. William Walker’s statement of resignation from the American Academy of Family Physicians, October 29, 2009.

http://cchealth.org/z/mp3/podcast/2009\_10\_soda.mp3

* ***Video:*** Michael Greger, MD, Food Industry “Funding Effect”

<http://nutritionfacts.org/video/food-industry-funding-effect>.

* ***Video:*** Soda, obesity link questioned (about Dr. David Allison). ABC News, September 1, 2011.

http://abcnews.go.com/WNT/video/soda-obesity-link-questioned-14431338.

**20. Recruiting public health leaders: Working from within**

* ***Video:*** BBC One. The trouble with sugar, BBC, October 4, 2004. <http://news.bbc.co.uk/2/hi/programmes/panorama/3713508.stm>.
* ***Video:*** Derek Yach on Pepsi’s commitment to taking full-sugar drinks out of schools, Washington Post Live, October 18, 2014.

http://www.washingtonpost.com/posttv/postlive/yach-explains-why-pepsico-wants-to-remove-soft-drinks-from-schools/2012/10/18/c1d4b932-1935-11e2-bd10-5ff056538b7c\_video.html.

**21. Advocacy: Defending the environment**

* ***Infographic***

<http://firstperson.oxfamamerica.org/2013/10/16/visualizing-the-global-land-rush/>.

* ***Video:*** Eviction notice: Seized to grow sugar <https://www.youtube.com/watch?feature=player_embedded&v=JsTi8LrTLFg#t=0>.
* ***Video:*** Greenpeace, Australia. Stop Coca-Cola trashing Australia [killing seabirds], 2013

<https://www.youtube.com/watch?v=Q7Uxaw6YoRw>

**22. Advocacy: Protecting public water resources**

* ***Infographic:*** Behind Coca-Cola: The hidden face of your favorite drink

<http://visual.ly/behind-coca-cola>

* ***Video.*** Dean Kamen’s Slingshot (partnership with Coca-Cola). Paul Lazarus, White Dwarf Productions
* <http://www.focusforwardfilms.com/contest/16/slingshot-paul-lazarus>
* ***Video:*** Coca-Cola CEO Muhtar Kent on Fox News: water is a very big issue in the world, January 24, 2013.

<http://video.foxbusiness.com/v/2117381854001/coca-cola-ceo-water-is-a-very-big-issue-in-the-world>

* ***Video:*** Coca-Cola Project RAIN

<http://www.coca-colacompany.com/2013-water-stewardship-replenish-report/coca-cola-project-rain-yto4w-4acrsny>

* ***Video:*** Condoleeza Rice and Muhtar Kent explain how Ekocenters help economic development. https://www.youtube.com/watch?v=ogVHwYu2gAU#t=14
* ***Video:*** Coca-Cola. Indian Valley restoration project. November 2, 2012. <http://www.youtube.com/watch?v=v7-yWJrgt-Q&feature=youtu.be&t=3m46s>
* ***Audio*:** Coca-Cola’s CEO, Muhtar Kent, on water, obesity, Marketplace, September 27, 2013.

<http://www.marketplace.org/topics/business/coca-cola-ceo-muhtar-kent-water-obesity>

**25. Advocacy: Capping soda portion sizes**

* ***Video:***7-11 Big Gulp soda TV commercial, 1987

https://www.youtube.com/watch?v=3uArqI-LHXU.

* **Video:** New York City Health Department’s “Don’t drink yourself fat” campaign, September 28, 2010. <https://www.youtube.com/watch?v=0mt-i2aypew>.
* ***Video:*** New York Times, Soda Ban Explained, September 10, 2012

http://www.youtube.com/watch?v=24sJe9H29NE

* ***Video:***Piers Morgan interviews New York City mayoral candidate Christine Quinn about Coca-Cola’s support of her campaign (“sodagate”). CNN, March 12, 2013.

<http://www.capitalnewyork.com/article/politics/2013/03/8287423/christine-quinns-big-soda-moment-piers-morgan>.

* ***Video:*** Parks & Recreation on the 512-oz “child-size” soda, September 27, 2012

https://www.youtube.com/watch?v=Ish8NBunrQU.

* ***Video:*** New York Times reporters discuss minority groups’ support of soda industry, March 13, 2013. <http://www.nytimes.com/2013/03/13/nyregion/behind-soda-industrys-win-a-phalanx-of-sponsored-minority-groups.html?pagewanted=all>.
* **Video:** Mayor Bloomberg defends Portion Size Rule, March 12, 2013 <http://www.nytimes.com/video/2013/03/12/nyregion/100000002114401/bloomberg-defends-sugary-drink-limits.html>.
* ***Video:*** Up w/ Chris Hayes, MSNBC: How Bloomberg brought the NAACP and Big Soda together, March 16, 2013. <http://video.msnbc.msn.com/up-with-chris-hayes/51206202>.
* ***Video:*** Up w/ Chris Hayes, MSNBC: Will banning soda help the obesity epidemic? – Interview with New York City Council member Tish James, March 16, 2013. <http://video.msnbc.msn.com/up-with-chris-hayes/51206234>.
* ***Video:*** Up w/ Chris Hayes, MSNBC: When public policy gets involved with people’s calorie intake. <http://video.msnbc.msn.com/up-with-chris-hayes/51206236>.
* ***Video:*** Up w/ Chris Hayes, MSNBC: The racial politics of soda.

<http://video.msnbc.msn.com/up-with-chris-hayes/51206238>.

* ***Video:*** Upw/ Chris Hayes, MSNBC: NAACP president comes out against blocked NYC soda ban.

<http://www.msnbc.com/up-with-steve-kornacki/naacp-president-comes-out-against-blocked-nyc>.

**26. Advocacy: Taxing sugary drinks—early attempts**

* ***Video***: Dimitri Moore, rap video in support of the Richmond soda tax, “I speak for the people.” <https://www.youtube.com/watch?v=tPqN05qcUMs>.

**27. Advocacy: Taxing sugary drinks—lessons learned**

* ***Video:*** Behind the Scenes: Big Beverage (taxes work), Rudd Center, July 23, 2014

<https://www.youtube.com/watch?v=HvNy2P9eMbI>

* ***Audio***: NPR Morning Edition, interview with Mexican shopkeeper, October 24, 2013.

<http://www.npr.org/blogs/parallels/2013/10/24/240340885/following-bloombergs-lead-mexico-aims-to-fight-fat>

* ***Video:*** The censored soda tax ad, Alianza por la Salud Alimentaria

https://www.youtube.com/watch?v=fTPOG\_JFv4U&feature=youtu.be.

* ***Film trailer:***  Sweet Agony, about sodas and diabetes, El Poder del Consumidor, 2014.

<https://www.youtube.com/watch?v=X-QEMha_Zxw>

* ***Video:*** Tax for soft drinks in schools, Alianza por la Salud Alimentaria, September 4, 2013.

<http://www.youtube.com/watch?v=N60NOhMl5QQ>

* ***Video:***  ¿Quién está detrás de la campaña anti refresquera en México? (Who is behind the anti-soft drink campaign in Mexico?). Ad attacking Alejandro Calvillo.

<https://www.youtube.com/watch?v=se2mx0_c2uU>

* ***Video:*** Instaurer une redevance sur les boissons sucrées (Put a tax on sugary drinks). Coalition Québécoise sur la Problématique du Poids, 2014. <http://cqpp.qc.ca/fr/priorites/boissons-sucrees>
* ***Videos*:** Berkeley vs. Big Soda (several from the 2014 campaign and later)

http://www.berkeleyvsbigsoda.com/videos

28. **Conclusion: Taking Action**

* ***Video:*** Robert Reich. Like Coke or Pepsi? Wait until you hear what they're doing. <https://www.youtube.com/watch?v=RIjHQglXC7Y>.
* ***Video:*** Bloomberg Philanthropies bought this soda tax advertisement shown during the 2014 World Series.

<http://blog.sfgate.com/nov05election/2014/10/24/ex-nyc-mayor-bloomberg-buys-world-series-ad-to-push-berkeley-soda-tax>

* ***Film:*** Mark Thomas on Coca-Cola (business dealings in Nazi Germany).

<https://www.youtube.com/watch?v=LH0r84W3LgU>

* ***Film:*** Garcia C, Gutiérrez G.The Coca-Cola Case: he Truth that Refreshes. National Film Board of Canada, 2009.

 <http://thecoca-colacase.org/>

* ***Video:*** Brita attacks big soda with sugar cube city ad

<http://adage.com/article/see-the-spot/brita-attacks-big-soda-sugar-cube-city-ad/295484/>

* ***Video:*** Colbert Report’s Thought for Food on Fairlife (as opposed to Milk Classic)

<http://thecolbertreport.cc.com/videos/ziipwv/thought-for-food---fairlife-milk---pizza-hut-s-subconscious-menu?xrs=share_copy_email>

* ***Video:*** CSPI’s take on Coca-Cola’s “Hilltop” ad: “Change the Tune”

<https://www.youtube.com/watch?v=3F1U95v0JPs&feature=youtu.be>

It also comes in a Spanish version: <https://www.youtube.com/watch?v=ddgKrjTNPJI&feature=youtu.be>

* ***Video:*** ENACT Day 2014 - Soda Warning Label Bill Passes the CA Senate!, Prevention Institute, June 2, 2014. <https://www.youtube.com/watch?v=PmhAGU82-qM>
* ***Video:*** California bill seeks warnings on sugary drinks. CBS, February 13, 2014. <http://sacramento.cbslocal.com/2014/02/13/california-bill-seeks-warnings-on-sugary-drinks/>
* ***Film:*** Mark Thomas on Coca-Cola (business dealings in Nazi Germany).

<https://www.youtube.com/watch?v=LH0r84W3LgU>

* ***Film:*** The Coca-Cola Case

<http://thecoca-colacase.org/>

* ***Infographic:*** Cut Sugary Drinks, Contra Costa County, CA. <http://www.cutsugarydrinks.org/>
* ***Videos:*** *California Center for Public Health Advocacy, Kick the Can*

<http://www.kickthecan.info/soda-stories-videos>

* ***Video:*** *Howard County Unsweetened*

<http://www.youtube.com/watch?v=JnW-6CEBOhQ&feature=youtu.be>

* ***Video:*** *Insurance quotes: Hidden costs of soda*

<http://www.insurancequotes.org/hidden-cost-soda>

* ***Videos:*** New York City Department of Health and Mental Hygiene

--Pouring on the pounds campaign: <http://www.nyc.gov/html/doh/html/living/sugarydrink-media.shtml>

--NYC Drink Yourself Fat <http://www.youtube.com/watch?v=-F4t8zL6F0c>

--Archived videos <http://www.nyc.gov/html/doh/html/living/sugarydrink-media-archive.shtml>

* ***Video:*** Cancer Council, Diabetes Australia, Heart Foundation, Rethink sugary drink

<http://www.rethinksugarydrink.org.au/>

* ***Video:*** *Prevention Institute:* We’re Not Buying It: Stop Junk Food Marketing to Kids

<http://www.youtube.com/watch?feature=player_embedded&v=ab9zbqHJ_p4>

* ***Video:*** Graffiti for NCDfree (rap), Dunk the Junk<http://vimeo.com/75156570>
* ***Video:*** Should fast-food companies pay for State’s obesity costs? Your World Cavuto, Fox News, February 12, 2014.

<http://www.foxnews.com/on-air/your-world-cavuto/index.html#/v/3193551816001>

* ***Video****:* Song: David Rovics sings “Coke is the drink of the death squads”

<https://www.youtube.com/watch?v=5HFZ3cH1UAI>

* ***Video:*** The campaign to stop Killer Coke movement erupts!

<https://www.youtube.com/watch?v=HtZkIJpnqnk>

* ***Video:*** [How Coca-Cola is trying to get its groove back](http://live.wsj.com/video/how-coca-cola-is-trying-to-get-its-groove-back/CFE573CA-FCB1-4ADF-A3FD-4A0E6BE2FB3B.html). Wall Street J, July 30, 2014. <http://live.wsj.com/video/how-coca-cola-is-trying-to-get-its-groove-back/CFE573CA-FCB1-4ADF-A3FD-4A0E6BE2FB3B.html#!CFE573CA-FCB1-4ADF-A3FD-4A0E6BE2FB3B>.
* ***Video:*** Can Coke fight obesity by making soda a treat? Bloomberg News, August 1, 2014.

<http://www.bloomberg.com/video/can-coke-fight-obesity-by-making-soda-a-treat-hHhn2Yf5RBGD9lFSpoa5Ag.html>