



OPINION

Non-profit urges N.J. to ban air and ocean advertising

Posted Oct 01, 2019



SL

2007720TB 5/x Banner planes can be seen flying around the shore daily advertising everything from the best nightly seafood eateries to wedding proposals. Here a Banner plane picks up a banner at the Lakewood Airport. The planes use a grapple to fly in low and pick up the end of a banner from a suspended platform. PHOTO BY TYLER BARRICK / FOR THE STAR-LEDGER To NNS / LANDOV OUT SL



By [Star-Ledger Guest Columnist](#)

By **Ron Rivers**



But now that beach season is over, let's talk about next year.

New Jersey should ban ocean and air vehicle advertising. The practice is wasteful, distracting and disruptive to otherwise peaceful excursions.

We know that the climate crisis is real and [developing faster than most scientists expected](#). Living in a coastal state puts all of us at higher risk. Ocean and air advertising are polluting practices. Their only intent is to convince us to consume. Banning the practice is one of the many small steps needed to prepare New Jersey for the years ahead and to combat the climate crisis.

Ocean and air advertising is also disruptive. Boat ads replace a beautiful ocean view with the slow drone of neon. Airplanes fill the sky with engine growling that just so happens to occur during your idle nap. They tell us what beer to drink, what clothes to wear, and how we should spend money next. In a world of constant distraction, do we need more?

And what about the businesses? It's a fair question. Our objective is to make New Jersey a better and greener place to live, not to disrupt livelihoods.

With every step forward, we leave something behind. Building a green society is going to impact industries, that is certain. New Jersey residents have a choice to make, either we do something to address the disruption, or we don't.



If we want to lead with empathy, there is a political solution. New Jersey-based air and ocean advertising companies could opt-in to a transition program. The state and business owners could review past and present tax returns to determine and equitable transition time and salary. When spreading the cost throughout the impact per person would be minimal. I would support this option.

If we want to lead with financials, there is nothing to be done. Businesses must change and adapt over time. Nothing about owning a business is inherently secure. In a time of climate crisis, decisions should support our greater good over personal profits. It's not the kindest option, but it is capitalism at work.

Regardless of what we choose, one option is clear. A proactive approach to banning ocean and aerial advertising in New Jersey is better for our state, our planet, and ourselves. If you agree, [write your state legislator](#) and let them know - I already have.

Ron Rivers is the executive director of [OurSociety](#), a non-profit dedicated to local election transparency in New Jersey. Rivers also hosts a Progressive Perspective podcast and is a former candidate for State Assembly in LD17.

The Star-Ledger/NJ.com encourages submissions of opinion. Bookmark [NJ.com/Opinion](#). Follow us on Twitter [@NJ_Opinion](#) and on Facebook at [NJ.com Opinion](#). Get the latest news updates right in your inbox. Subscribe to [NJ.com's](#) newsletters.

[View Comments \(133\)](#)




ADVANCE
LOCAL

Registration on or use of this site constitutes acceptance of our **User Agreement, Privacy Policy and Cookie Statement**, and **Your California Privacy Rights** (each updated 1/1/20).

© 2020 Advance Local Media LLC. All rights reserved (**About Us**).

The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of Advance Local.

Community Rules apply to all content you upload or otherwise submit to this site.

 **Ad Choices**