

The Tobacco-TV-Sports Connection

Based on the paper presented by Dr. Alan Blum at the 1988 meeting of the Surgeon General's Interagency Committee on Smoking and Health, this exhibit documents the history and current trends of tobacco-sponsored sport in several countries.

The phasing out of overt tobacco advertising on television in many countries was accompanied by a parallel increase in televised sport events sponsored in whole or in part by tobacco companies.

In the United States, the dramatic increase in tobacco sponsorship of sport began to occur around 1971, the year in which cigarette advertisements were banned from television. It was then that R. J. Reynolds teamed up with NASCAR (National Association for Stock Car Racing) and began one of the most durable relationships in sport marketing, the Winston Cup. And it was approximately the same time that Philip Morris' Virginia Slims cigarette brand began sponsoring a women's tennis circuit.

As early as January 8, 1971, just six days after the Public Health Cigarette Smoking Act of 1969 became effective and banned cigarette advertising from television and radio, the Federal Communications

Commission had received reports that some cigarette manufacturers were developing techniques to evade the law. Such techniques, according to trade journals and other publications, included the sponsorship by cigarette manufacturers of televised auto races, a golf tournament, a bowling tournament, and a series of women's invitational tennis matches. The chairman of the Federal Communications

Commission met with the head of the Tobacco Institute who stated that the tobacco industry "would not be a party to televising any of these events, and added that "there will be

absolute good faith in complying with the law." Despite promises made by tobacco and broadcasting companies to adhere to the spirit as well as the intent of the law, the extent to which tobacco companies have continued to use tobacco brand names as sponsors of televised sport has increased. In the United States eight to twelve hours of televised tobacco-sponsored sport are broadcast each week, and the coverage of such events has spawned several weekly programs on cable-television networks.

The introduction of tobacco products as sponsors of sport as a way to end-run policies prohibiting cigarette advertisements on television was not unique to the United States. The problem has become increasingly global, as the development of cable, satellite, and pay-per-view television, combined with local television sports programming, has increased the coverage of tobacco-sponsored sport.

The virtual lack of enforcement of laws prohibiting tobacco advertisements on television has led some countries to accept televised tobacco-sponsored sports events as a "loophole," and thus push for greater restriction with the passage of new policies to govern such activities.

The exhibit and accompanying monograph, which will be available in early 1996, provide examples of the latest trends of tobacco sponsorship of sport designed to circumvent what health professionals and organizations consider to be the most stringent of laws designed to prohibit such tobacco promotions.

For more information, please contact Eric Solberg at (713) 528.1127.

Lectures and Forums

In the Forum

September 21-23, 1995

"Smoking and Genocide: The Killing of Minority Groups by the Tobacco Industry" Anaheim, California

A Scientific Exhibit being presented at the Annual Convention of the American Academy of Family Physicians. The exhibit is derived

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*Calendar for
September and
October, 1995*

Resources

DOC Video

**"Cigarettes and Sports:
Striking out Against Tobacco"**
©1989, VHS, 50 min., \$100.

What do cigarettes and sports have in common other than big profits and illegal advertising on television? Find out how the tobacco cartel and the broadcast media continue to circumvent the law and learn what you can do to help. This video traces the tobacco and sport connection back to the mid-1800s, and brings you up to date on the latest trends in tobacco-sponsored sport.

from a monograph prepared by Dr. Alan Blum, a portion of which will be included in the 1995 Surgeon General's Report on smoking among ethnic minorities. (Members attending the convention can stop by exhibit S-7 between 8:00 am and 5:00 pm Thursday through Saturday.)

Friday, September 22, 1995
Executive Committee Meeting
5:00 pm - 7:00 pm
Anaheim, California

Saturday, September 23, 1995
Board of Directors, Annual Meeting
7:30 am - 12:00 noon
Hyatt Regency Alicante
Anaheim, California

A continental breakfast will be served at 7:30 and the meeting will begin promptly at 8:00.

Consulting and Lectures

Friday, September 1, 1995
University of Houston,
College of Pharmacy
Houston, Texas

As part of an annual lecture for the College of Pharmacy, Dr. Blum will address a course on ethics and discuss the "Ethics of the sale of tobacco and alcohol products in pharmacies." "The pharmacists role in smoking cessation" will also be discussed.

Friday, September 8, 1995
Conference of Seventh-Day Adventists
Youth-to-Youth Conference
Boulder, Colorado
Eric Solberg will discuss the role of high school students in efforts to counteract tobacco and alcohol use.

Friday, September 15, 1995
University of Texas,
College of Pharmacy
Austin, Texas

Dr. Blum will deliver his annual lecture on the pharmacists role in health promotion.

Friday, September 15, 1995
6th Annual Addiction Conference
Texas Research Society on Alcoholism
Austin, Texas

Dr. Blum will present, "Killer Lite and Emphysema Slims: The neglected cornerstones of drug use." This is a return visit by Dr. Blum who addressed this group five years ago.

Saturday, October 1, 1995
National Conference on Cardiovascular
Risk Factor Counseling Training Program
Baylor College of Medicine
Houston, Texas

In addition to reviewing smoking as a risk factor, Dr. Blum will present "A consumerist approach to smoking cessation." The conference is an advanced training for invited physicians, dieticians, and nurses with at least five years experience in counseling patients with cardiovascular disease.

Friday, October 20, 1995
Compassion and the Art of Medicine Series
Baylor College of Medicine
Houston, Texas

"Seeing Patients: The Sketchiest Details," a collection of drawing, poems, and stories based on his patients, Dr. Blum addresses the Texas Medical Center on compassion in medicine.

Saturday, October 28, 1995
Annual New Hampshire Congress of
Parents and Teachers
Manchester, New Hampshire

Dr. Blum will close the conference with a plenary address: "Medicine vs. Madison Avenue."

General Information

ANNUAL RECEPTION

Please join us in "A DOC Hollywood Extravaganza," an all-member celebration. Meet the Blues Brothers, Kramer (from Seinfeld), and others.

Come as your favorite celebrity!
Awards for best impersonations!

When: Saturday, September 23
5:30 pm - 8:00 pm

Where: Hyatt Regency Alicante
Plaza Terrace
Anaheim, California

What: Hors d'oeuvres 5:30 pm
Silent Auction 5:30 - 7:30 pm
Awards 7:30 pm

Members \$25
Non-members \$35
Students \$10
(Children under 6 are free).

For more information about the reception and other activities, please contact the national office at (713) 528.1487.

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