

CALIFANO CRITICIZED, BUT VIRGINIA SLIMS SLAMMED

January 10, 1978 News at 11 Bob Jackson, reporter
WTVJ-TV (CBS) Channel 4; Miami, Florida Jim Brosmer, newscaster

The Department of Health, Education, and Welfare

tomorrow releases the details of its massive anti-smoking campaign. Today members of the Tobacco Institute jumped the gun and labeled H.E.W. Secretary Califano's campaign the product of a reformed smoker with a prohibitionist's mentality.

(WILLIAM DWYER:) "He's entitled to his views on the alleged hazards of tobacco. He's entitled to voice those views and use whatever may be his powers of personal and private persuasion in attempts to enlist smokers to join him among the ranks of the reformed--the former three-pack-a-day smoker, the current Secretary of H.E.W. Free will, free choice, and free speech guarantee those rights to all. However, the title of Secretary of Health, Education, and Welfare does not confer an entitlement to use public powers in pursuit of a private hobby."

(JIM BROSMER:) The Virginia Slims Tennis Tournament is being played this week at the Hollywood Sportatorium. Reporter Bob Jackson says that was not the only activity going on in that center tonight.

(BOB JACKSON:) While the \$100,000 Virginia Slims Tennis Tournament was going on inside the Hollywood Sportatorium, Dr. Alan Blum, a general practitioner, and members of DOC were outside carrying signs and handing out leaflets warning against the hazards of smoking and the fact that a major cigarette company is actively involved in promoting a tennis tournament. DOC, short for Doctors Ought to Care, is made up mostly of doctors. They claim their purpose is to warn people about smoking and false advertisements by tobacco companies. While

radio and television stations have banned cigarette commercials completely, Blum adds many companies have found other ways of getting coverage.

(DR. BLUM:) "There's a lot of money involved here, and companies like Philip Morris are investing a heck of a lot--upwards of several hundred million dollars in this free subliminal advertising. The best kind of advertising is that which you don't realize is advertising. That's exactly what this tennis tournament is. Make no mistake about it, this is a cigarette promotion and not just a women's tennis tournament."

(BOB JACKSON:) Dr. Blum adds his group will concentrate on all cigarette companies that sponsor sporting events. Bob Jackson, Channel 4 News.