

# THE CIGARETTE UNDERWORLD

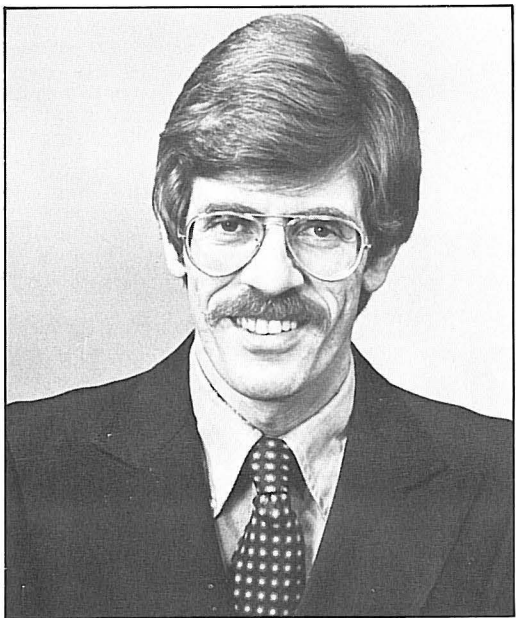
# A social and political history of the leading cause of death in our time: the tobacco industry



...an extraordinary public speaker. His speeches are often accompanied by slide shows for which his narration is alternately grimly serious and rollickingly funny, and his cutting ridicule of cigarette advertising inevitably brings down the house. Blum has conveyed his message to millions of people through hundreds of appearances on radio and television shows, at demonstrations, and in speeches to all manner of groups in more than 40 states. He has become one of the antismoking movement's elite through the intelligence, passion, and tirelessness of his commitment.

Charles Kenney  
The Boston Globe

**PRESENTED BY**  
**ALAN BLUM, MD**



## MEDICAL ACTIVIST AND HUMORIST

Alan Blum, MD, is a family doctor who has written and lectured widely on the way in which health issues are presented in the mass media. A recognized journalist, he has contributed equally to both scientific journals and the lay press, including provocative commentaries in the *Journal of the American Medical Association*, *Annals of Internal Medicine*, *The Internist*, *The Washington Post*, *The Miami Herald*, and *The Chicago Sun-Times*. He has served as a medical commentator on radio and television, and his radio program "The Doctor Show" received the top honor in a national competition sponsored by the American Medical Association.

As one of the country's most knowledgeable critics of the tobacco industry and its allies, he has been interviewed in numerous publications, including *The New York Times*, *The Boston Globe*, *Common Cause Magazine*, and the *Village Voice*, as well as on such television programs as *The Today Show* and the *CBS Morning News*.

Dr. Blum has created three slide and videotape presentations: "The Cigarette Underworld" (an historical expose of tobacco advertising); "Taking on Madison Avenue" (a guide to countering the promotion of unhealthy products); and "Medicine vs. the Media" (an examination of the promotion of legal and illegal drugs). In the past decade, he has given nearly 500 presentations throughout the United States at schools, colleges, universities, civic organizations, and medical conferences.

In 1977, committed to the task of dispelling some of medicine's myths while communicating essential information about health, Dr. Blum founded DOC (Doctors Ought to Care), a national organization that pioneered in the purchase of satirical counter-advertising in the mass media to ridicule tobacco promotions. In recent years Dr. Blum has teamed with media specialist Tony Schwartz to create some of the most hilarious and controversial antismoking commercials ever aired. (Some are played in the course of "The Cigarette Underworld.") DOC sponsors the Emphysema Slims Tennis Tournament and Project SNUFF (Stop Noxious University Funding Forever) that urges divestment of tobacco stocks and grants from tobacco companies.

Dr. Blum is the former editor of *The Medical Journal of Australia* and the *New York State Journal of Medicine*. As an editor he has been praised by both medical journals and the popular press for his energy, idealism, and vital social commentary. His activism has influenced legislation and has led several health organizations to take greater action against smoking and its promotion. He has received awards from the American Lung Association and community groups combatting drug abuse. In 1984 he received *The Washington Monthly* Journalism Award, and in 1986 he was named "Health Educator of the Year" by the New York State Federation of Professional Health Educators.

Dr. Blum is a graduate of Amherst College and Emory University School of Medicine, where in 1985 he was elected to Alpha Omega Alpha medical honor society. He is a Fellow of the American Academy of Family Physicians and a member of the Society of Professional Journalists.

## AN IMPORTANT, YET ENTERTAINING MESSAGE

As a family physician, Alan Blum knows that people are tired of hearing about the dangers of tobacco. By and large doctors are looking at smoking solely as a health problem rather than as a looks, sex, and money issue.

Instead of a finger-wagging slide show on the well-known hazards of smoking, Dr. Blum takes you on a humorous, offbeat tour de force in which he illustrates the political and social origins of the cigarette. He focuses on the way tobacco advertising techniques have created complacency about the smoking pandemic, and he offers a blueprint for engaging students, teachers, health professionals, civic leaders, and the mass media in ending this most costly and devastating of all health problems.

Dr. Blum draws his material from a unique personal updated archive of thousands of advertisements on slides, film, and videotape. No two presentations are identical, and all include ample give-and-take with the audience. Although most of his lectures are given at universities, Dr. Blum also tailors his presentations to a broad range of groups from schoolchildren to septuagenarians.



the village **VOICE**

## CIG-HYPE RX: PARODY'S BEST

*Ridicule is the best revenge. That, in essence, is the message that a young physician carries with him as he addresses communities across the country. Dr. Alan Blum would like everyone to stop smoking, but he's no Carrie Nation. He doesn't go about smashing cigarette machines or preaching the grisly effects of tar on lungs. "I want to reduce the sales of cigarettes. I want to demonstrate the silliness behind the images foisted on people, especially young people, by Madison Avenue at the request of the tobacco industry."*

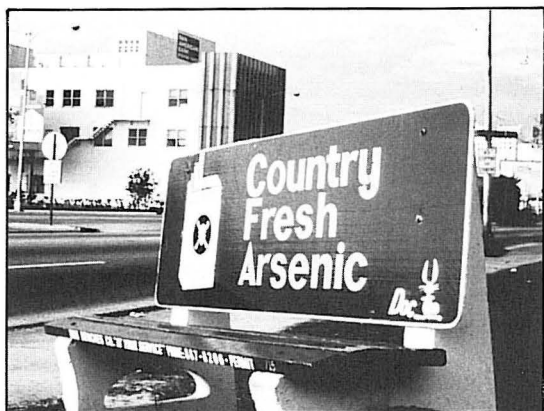
*Toward this end, Dr. Blum travels to civic groups, high schools, medical schools, anywhere he can, with "ads" of his own. He'll flash a slide of a familiar commercial, like the one showing a sexy macho-man with a butt dangling from his lips and the slogan "I smoke for taste"; then he'll juxtapose that with one of his own creations — an equally appealing fellow with a similar sophisticated sneer, but this time with a cigarette dangling from his nose. The slogan? "I smoke for smell." Other slides: "Emphysema Slims. You've coughed up long enough, baby," "Arctic Lights. Guaranteed to make you cool as a corpse." The clippings from newspapers in Florida, Iowa, Missouri, California all testify the audiences get the point and, more importantly, love the entertainment. As *The Des Moines Register* reported, "the crowd roared with laughter."*

*But Dr. Blum's slide show represents much more than a one-man crusade that plays in Peoria. In 1977, Blum founded DOC (Doctors Ought to Care), a coalition of physicians, med students, health-*

care professionals, and other concerned citizenry, whose purpose is to promote good health and combat illness-producing habits and lifestyles. DOC has 40 chapters scattered across the country.

What distinguishes DOC from other alliances with similar interests is its keystone: paid advertising on radio, TV, billboards, in magazines, at bus stops, in short, wherever there are commercials. Blum believes it's the first time a private group has ever purchased ad space to sell good health. "DOC appears to be radical because people don't have an image of activist doctors. They think doctors just want to make a lot of money and don't care about establishing good patterns of nutrition or preventive medicine in general. But it's not so radical when you think that what we're talking about is what Grandma knew years ago. We're just putting it in modern terms."

Howard Smith, Lin Harris  
The Village Voice



## AUDIENCE FEEDBACK & MEDIA REVIEWS

A pioneer in the field of media analysis, Dr. Alan Blum has been electrifying audiences for years with his brilliant expose of the tobacco industry. Everyone should see this dynamic, witty, and electrifying presentation.

Jean Kilbourne, Ed D  
Lecturer and Author  
(The Naked Truth: Under the Influence)

Dr. Alan Blum brings to medicine two things sorely needed: humor and social activism.

Tony Schwartz  
Author (The Responsive Chord  
and Media: The Second God)

No one told Dr. Alan Blum the crusades were over. Or rather, they may have tried, but the good doctor just keeps coming back with more and better ammunition in the ongoing and likely never-ending battle with the powers that be in the tobacco industry, Madison Avenue, junk food empires, and the mixed-up media... With one foot on the soapbox and a jaundiced eye on the media, Blum may just have a point and a following.

Miami Magazine

As well as being one of the nation's leading health activists, Alan Blum is an insightful interpreter of the cultural implications of tobacco and drugs in American life. Whether analyzing television commercials, billboard displays, or magazine advertisements, Blum devastatingly unravels the persuading of America toward unhealthful products.

Professor J. Fred MacDonald  
Author (Blacks and White TV)  
Past President, Popular Culture Association

This was the best and most enlightening lecture that I have been privileged to attend... Dr. Blum had us rolling in the aisles.

Lecture transcript service  
University of Wisconsin School of Medicine

Your Family Practice Grand Rounds was simply a masterpiece. Entertaining and instructive, it stimulated many to examine their own values and approaches. You ought to be commended for your enthusiasm, your commitment, and your effectiveness as a physician and as a health educator in the finest tradition.

Richard A. Carleton, MD  
Physician-in-Chief  
The Memorial Hospital,  
Pawtucket, Rhode Island

Dr. Blum is the most effective speaker I have heard in many years... I have heard him speak twice, and I can issue a warning that "Dr. Blum may be hazardous to your complacency."

Herb Auer  
Executive Vice President  
Michigan Health Council

On behalf of the more than 700 students who were privileged to hear you give your talks for our health series this year, we would like to thank you for your enthusiastic participation. The feedback has been excellent, and for the second year in a row you were rated the top speaker in our series. I would certainly hope that a DOC program could be established at our school. The philosophy of engaging students in a better understanding of their community and their health is extremely important. You have helped tremendously in this respect.

Ronald A. Ferrer  
Principal  
Miami Beach Senior High Community School

Your presentation to the Mount Sinai medical students was more than spectacular! It was exciting, informative, and mind-boggling. The students were given a rare treat in witnessing your bridging the scientific knowledge to the political-social action aspects of medicine. I was enormously impressed.

Kurt W. Deuschle, MD  
Chairman, Department of Community Medicine  
Mount Sinai School of Medicine

Dr. Blum's lecture must certainly rank as one of the most entertaining and interesting ever heard here. Although a transcript cannot properly do justice to his lecture, it will help if you try to envision a young doctorly type with George Carlin's delivery.

Student transcript service  
State University of New York  
Downstate Medical Center



Thank you very much for your fine presentation at our Medical Grand Rounds. Your overview of the problem of smoking and its support by the media and establishment was both comprehensive and stimulating. Indeed, your message seemed to tug at the heart strings of political activism of many of our physicians.

David B. Reuben, MD  
Rhode Island Hospital  
Providence, Rhode Island

Allow me to confirm the applause and accolades you received after addressing the Michigan Hospital Public Relations Association. We loved you! It is a rare combination to find a speaker who delivers his message well and who has a message worth delivering.

Donna Rapp  
Midland Hospital Center  
Midland, Michigan



Thank you very much for your excellent presentation exposing the extent and degree of medical misinformation present in the popular media about drug abuse in general and about tobacco use in particular. The information was enlightening and your use of slides and video clips to demonstrate your points made a vivid impression on your audience.

Your address was the inaugural lecture of the campus Western Forum series, and we could hardly have asked for a better beginning. Your lecture was attended by over 300 students and faculty, a standing room only crowd, including classes in nursing, chemistry, anatomy and physiology, marketing, abnormal psychology, and a variety of English courses.

Let me also thank you personally for the extra time you took to visit my mass media and journalism courses before your lecture... Thank you for a very successful program and I hope we will be able to arrange for another visit next year.

Dr. Jeffrey D. Kluewer  
Suffolk County Community College

Your delight with the reception you received at our recent meeting was exceeded only by my own... Your timely and inspiring presentation was all I had hoped for, and more. Your facts are alarming and your approach exciting. It's not often that I can tell a speaker he was "perfect," but that's the word which best applies to your participation in our meeting, and I'm most grateful.

Amy Wilson  
Administrative Director  
Texas Medical Association Auxiliary

As the keynote speaker for our Alcohol and Drug Abuse Prevention Symposium, you set the tone for our meetings and began our Symposium on a positive, optimistic, and upbeat note.

We in the prevention field often feel discouraged, as the problems of alcohol and drug abuse can appear overwhelming. In your presentation, you continued to make us feel as if we could effect some change. A special bonus was your willingness to meet with various community groups, at some inconvenience to yourself. By helping point out our common goals, we are a stronger network.

I have attached the participant feedback. Note the positive reception to your "unpopular" prevention approaches.

Some marvelous groundwork has been laid and we look forward to working with you in the future. Thank you for your presentation and all of the extras!

Barbara Hoffman  
Executive Director  
Alaska Council on Prevention of  
Alcohol and Drug Abuse

I was most impressed with your presentation to the Dade County Legislative Delegation, and as a result have initiated preliminary work on a proposed statute prohibiting cigarette advertising.

Representative Joseph M. Gersten  
Florida House of Representatives  
(Feb. 15, 1978)

Thank you so much for the terrific presentation at our annual meeting. As usual, you were superlative. Any organization is guaranteed a great address when you are on the program.

Garfield Mahood  
Director  
Canadian Non-Smokers' Rights Association

Just a note to say how much we appreciated your interesting and useful presentation. We feel that your visit was productive. Indeed, a number of us have written to the Governor urging his signing of the antismoking measures to be placed before him.

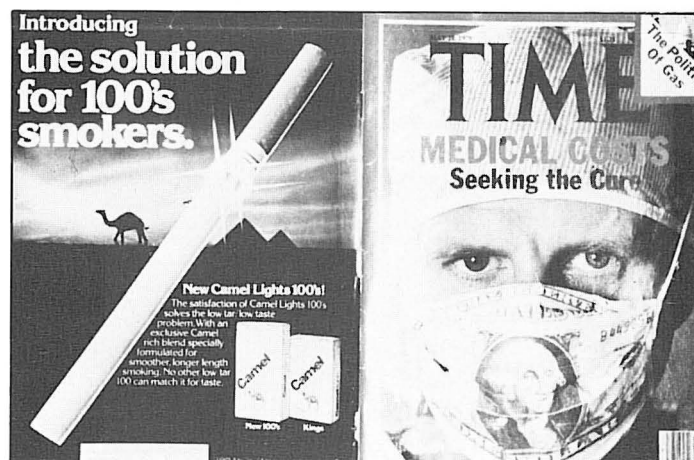
Brewster S. Miller, MD  
Somerset Hospital  
Somerville, New Jersey

It was indeed a pleasure having you here, and your talk before our staff was very well received. They thought it was extremely well done and we are grateful to you for giving it.

Alton Ochsner, MD  
Ochsner Clinic  
New Orleans, Louisiana

Thanks for taking the time to speak before our class, Contemporary Issues in Advertising. Your fervor was quite contagious. We all still argue about the advertising of cigarettes whenever the class gets together. I'm just sorry that we didn't have a few more hours to continue the debate.

Charles E. Stramiello  
Baruch College



You were rated number 1 of the nearly 50 speakers and workshop presenters at our national conference on youth and drugs. Your reviews were great:

"One of the most effective speakers I've heard. Let's clone him and use him all over the U.S.!"

"Perhaps the most outstanding prevention speaker I have ever heard — an inspiration!"

"Fantastic! Hits the cig and booze makers in the bread basket. Hit 'em harder!"

"Very humorous and entertaining. He catches and holds your attention."

"Did a great job. I liked the way he involved the audience."

"I could listen to him all day. Be sure to have him back next year."

Dr. Thomas J. Gleaton  
Georgia State University  
Director, Parent Resources  
Institute on Drug Education (PRIDE)



Through his family doctor radio feature, Dr. Alan Blum has kept all of Chicago in stitches while they learn about health. He is one of the best things that's ever happened to the medical profession.

Wally Phillips  
WGN Radio Personality, Chicago

In the space of a mere 12 months (as Editor of *The Medical Journal of Australia*) this man completely revolutionized medical journalism in Australia. His enormous energy combined with his undoubted idealism and uncanny ability to perform equally well in any of the mass media led to his becoming the greatest force for medical public relations yet seen in this country.

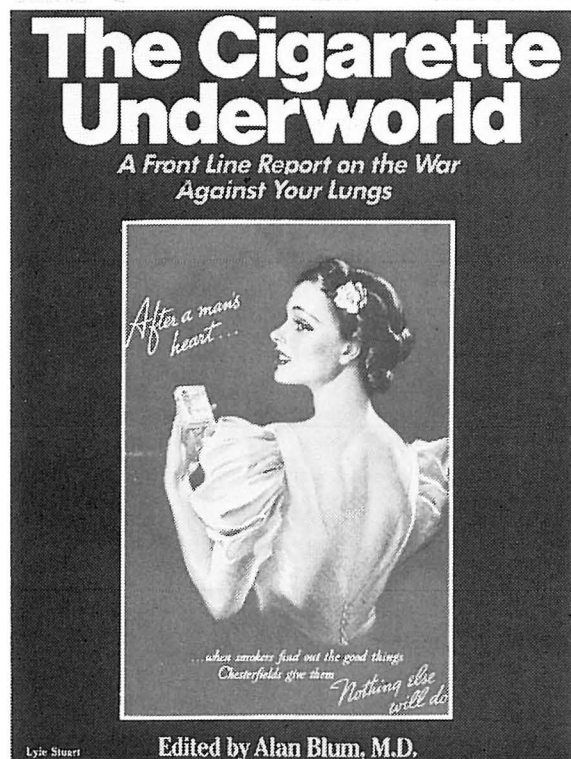
Dr. R.J. Epstein  
Royal Prince Alfred Hospital  
Sydney, Australia

...a tone of total irreverence... fighting the Madison Avenue establishment to promote a healthier society... Through his polished presentation, he was successful in sparking considerable interest in the audience of doctors, medical students, and just plain folks. What makes this no-smoking message novel is that it's just part of Blum's efforts to communicate much more effectively with his patients and the public at large.

Joanne Ball  
Hartford Courant

Drs. Koop and Blum are two of the country's most colorful and outspoken opponents of smoking. Together they make an improbable pair: the stern, immaculately uniformed surgeon general and the sardonic, tousle-haired medical editor. Yet on the panel in San Francisco, joining forces for a riveting hour and a half, they became a sort of Batman and Robin of the Anti-Tobacco Brigade. Their common aim: to foil "The Smoker."

Tom Swick  
American College of Physicians  
Observer



Published in 1985 by  
Lyle Stuart  
120 Enterprise Ave.  
Secaucus, NJ 07094.  
Available in bookstores (\$9.95, paperback).

## Dr. Blum's style is reflected in his book ***The Cigarette Underworld***, which has received critical acclaim.

"An exemplary display of both impassioned journalism and professional responsibility."

The Washington Monthly

"As strong an indictment of the tobacco industry as has ever been published... The real value of *The Cigarette Underworld* is that it goes far beyond the harm caused by smoking to plumb the geopolitical reasons why both the habit and the tobacco industry remain so entrenched more than 20 years after the first warning issued by the surgeon general of the United States. The book covers the globe to examine... 1) why so little headway has been made against smoking to date, and 2) what can be done in the future to improve on this sorry record."

Jonathan Larsen  
The Amicus Review

"A fascinating and timely publication. I appreciate the effort necessary to compile such a volume as well as Dr. Blum's personal concern and interest in important public health issues which underlies this achievement. I am sure *The Cigarette Underworld* will have considerable impact."

C. Everett Koop, MD  
United States Surgeon General

"*The Cigarette Underworld* is one of the most comprehensive discussions of the impact of cigarettes and the cigarette industry on public health, and I congratulate you on its preparation."

Representative Henry A. Waxman

"*The Cigarette Underworld* is the most authoritative compilation of information on the harmful effects of tobacco — and on the effects of the tobacco industry to persuade people to smoke — ever published."

Robert W. Higgins, MD  
Past President, American Academy  
of Family Physicians

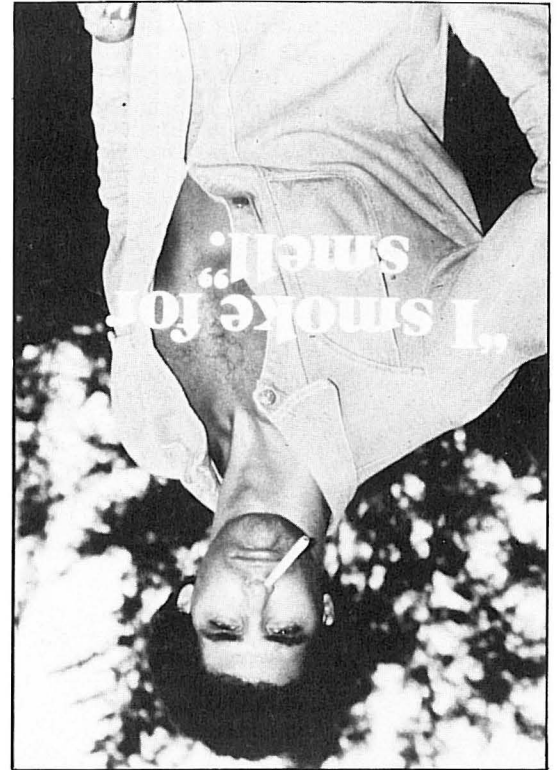
"There are enough story ideas here to choke a camel — and maybe the entire tobacco industry as well. Underlying all of them, and a story in itself, are questions involving the coverage of smoking and health by the mainstream press, and the degree to which the billions of dollars spent annually on cigarette advertising is blowing smoke in the media's greedy eyes. If the subject seems stale, think again: it is reignited in the pages of this work with a fresh urgency that is not easily waved away."

Gloria Cooper  
Columbia Journalism Review

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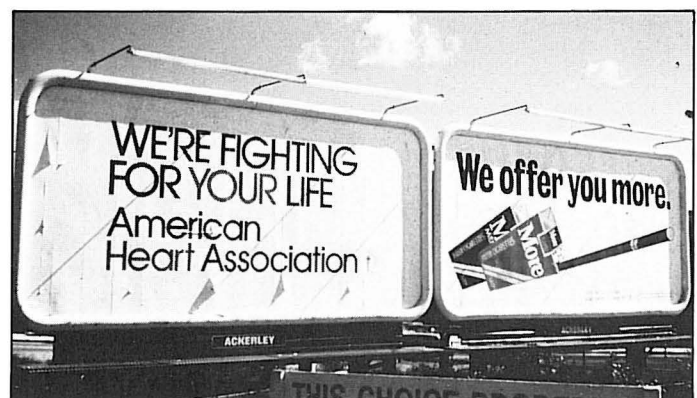


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# THE CIGARETTE UNDERWORLD

"Every year cigarettes kill more Americans than were killed in World War I, the Korean War and Vietnam combined; nearly as many as died in battle in World War II. Each year cigarettes kill five times more Americans than do traffic accidents. Lung cancer alone kills as many as die on the road. The cigarette industry is peddling a deadly weapon. It is dealing in people's lives for financial gain."

*The late Senator Robert F. Kennedy*



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