

DOC Doctors Ought to Care

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Dear Friend:

People often think that writing my books is hard work. On the contrary, I have a sensation of pleasure as I write. I am now working with Alan Herschenfeld, a fourth-year medical student at the Mount Sinai School of Medicine, who also derives much pleasure from his "toil". As busy as he is with his clinical learning, he is working hard to help thwart addiction to the number one preventable cause of disease and death in our country.

To this end we are working with DOC -- Doctors Ought to Care, a national coalition of health professionals helping to educate young people about the major preventable causes of poor health and high medical costs, with a major emphasis on counteracting the promotion of tobacco. We and DOC have joined forces with three artists: Mario Giacalone and Gregory Holtz, of Manhattan Plaza, producer and author, respectively, of "CRACK IS THE WHACK", an anti-drug music video, and Judith Escalona, director of the television studio at Starrett City in Brooklyn. Mr. Holtz, in addition to appearing in Michael Jackson's new music video, "BAD", has now written:

"McSMOKE THE TOBACCO KING and NIKKI TEEN"

This rap/song music video aimed at preventing tobacco addiction paints a hilarious picture of cigarette use. It is UGLY:

Black are his lungs.	Fingernails all gritty.
Yellow are his teeth.	His breath smells like feet.

HUMILIATING AND DANGEROUS:

She was rocking Gucci shoes.
Leather bomber filled with down.
She dropped some ashes on it.
It burnt to the ground.

Our intended audience, which is now being hit hard by the tobacco companies, but not yet by anti-smoking interests, is inner-city teens: therefore, the style of music we are using is a combination of rap and song. At the same time I feel the song will have a wide appeal. This project will introduce a funny, five-minute educational music video into the substance abuse curriculum in New York City public schools, and a thirty-second version on television as a public service announcement. "McSMOKE THE TOBACCO KING and NIKKI TEEN" will portray the TRUTH about cigarette addiction: as being a "hazard" to teenagers' breath, odorizing their clothing, and slowing down teen athletes:

He was driving the lane, as he began to wheeze.
When his shot got blocked, he went down to his knees.

There are two ways in which we would be thrilled if you could help us. In order to produce and distribute the music video, we must raise \$25,000. We would greatly appreciate contributions to help reach this goal. Also I want you to encourage your friends to contribute to this project. Please help us to cough up a video storm--so more don't have to choke.

I have enclosed some more information about this impressive crew, and a portion of DOC: News and Views.

If you feel strongly in favor of saving the next generation from falling prey to nicotine addiction, help us to realize your conviction. Thank you!

Sincerely,



Isaac Asimov, Ph.D.