Doc News and Views

Alan Blum, MD, (right) stands in front of the Houston Astrodome, site of the Miller Lite party, holding DOC's Killer Lite T-shirt with Jim Smith, Program Coordinator for the DOC Tobacco Archive and International Resource Center.

DOC, Miller Lite in Bill of Rights Brew-ha-ha

In an unprecedented move by Philip Morris (PM) that appears to contradict the tobacco, food and beer conglomerate's current advertising campaign hailing the Bill of Rights and the First Amendment right to freedom of speech, Miller Brewing Company (a PM subsidiary) filed a lawsuit in September 1989 against DOC and Alan Blum, MD, over a T-shirt designed for a counter promotion campaign DOC held in Houston, Texas. The T-shirt parodies Miller's 13-month marketing cam-

continued on pg. 3

Subcommittee Questions Philip Morris' Motives

Prompted by a letter from DOC founder and chairman Alan Blum, MD, to Rep. Thomas Luken (D., Ohio), a Congressional hearing was held on November 16th to investigate the agreement between Philip Morris Cos. (PM) and the National Archives that allowed the cigarette and beer maker to use National Archives material in a television campaign. In the hearing, the Subcommittee on Transportation and Hazardous Materials questioned whether PM's $60 million "Bill of Rights" television advertisement is an attempt by PM to skirt the federal ban against broadcast advertising of tobacco.

"Philip Morris is not only the name of a company, it's the name of a brand of cigarettes. The campaign is an obvious attempt by Philip Morris to associate its corporate name and logo (which appears only on its cigarette and not on its beer or food products) with the Bill of Rights," said Rick Richards, DOC National president.

According to Ben Cohen, Rep. Luken's aide, the hearing afforded an opportunity for a "full airing of views". However, no ruling was made and no action has been taken by the committee to prevent PM from continuing to air the spots.

According to the Health Research Group led by Dr. Sid Wolfe, Philip Morris is paying about $150,000 a year to rent the name of the National Archives. Unlike a similar Ad Council campaign for the Constitution, calls for free copies of the Bill of Rights (over 8,000, so far) go directly to PM, which could use the mailing list in political lobbying efforts. Rep. Luken has sent a letter to PM requesting they turn over the list of names and addresses to the National Archives.

A "Historical" Event Mars a Historical Document

"I made history!" proclaims a Miller Brewing Company T-shirt which commemorates the September 2, 1989, Miller "Biggest Party in History" promotion. Well, the good executives at Miller continue to make history with their suit against DOC (see story pg. 1) and, whether they win or not , this lawsuit is worthy of historical note. Like the "party" itself, the Miller suit is not a cute or benevolent action which should be brushed aside as an amusing footnote. Rather, Philip Morris/Miller Brewing Company vs. Doctors Ought to Care, Inc. and Alan Blum, MD, should be viewed in a broader context as an ominous sign of our times. Times in which, if current trends continue, the constitutional guarantee of free speech may become the sole domain of large commercial interests.

Over the past two decades advertising has been given broader constitutional protection as free speech; alternative (non-corporate) perspectives have, for all practical purposes, been eliminated from public view. The demise of the Fairness Doctrine during the Reagan Years assured that opposing views were denied equal access to the dominant communication medium of our time--television--and now in the rare instances when activist groups gain access to the media, and thus public attention, the corporate response is increasingly to go to court arguing that their good name has been hurt and that they are entitled to damages. Corporations such as Miller's parent company, Philip Morris, on the one hand, hide behind the First Amendment when it's to their commercial advantage while on the other, use the First Amendment to attack free speech when it threatens their profits.

Given the limited resources and time of activists and the seemingly endless revenues of corporate America, how would anyone believe that speech in America is free? The argument that a corporate entity's advertising/speech is equal to the speech of the individual or small groups of individuals, ignores the reality of the age in which we live. DOC has been denied access to *paid* advertising space both on billboards and in newspapers, and lacks the enormous resources required to counter-advertise on television. Yet, Philip Morris/Miller spends billions of dollars promoting the notion that individuals can find success and fulfillment by using their profit-generating drugs (the message about premature death is noticeably absent) . The Philip Morris/ Miller legal action against DOC is an attempt to silence our ability to satirize advertising and promotion. This satire is our most effective way of communicating to the public the true nature of Philip Morris/Miller advertising imagery. Furthermore, the Miller interrogatories are nothing short of an attempt to harass DOC's efforts to reach the public.

(The interrogatories include a request for the names of all DOC members and a record of all past activities of myself and Dr. Alan Blum!)

The Miller "party" did make history. It was the first multi-million dollar regional beer commercial. But the "party" is nothing compared to the lawsuit. If Philip Morris/Miller wins, corporate speech will be strengthened at the expense of free speech. Such a decision would place corporate advertising beyond all criticism, not just criticism which connects its advertising with the reality of its products. If Philip Morris/ Miller loses, it still succeeds in harassing and thus hampering the efforts of DOC.

James Cary (Jim) Smith
Program Coordinator
DOC Tobacco Archive and International Resource Center

DOC News and Views is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals that is helping to educate the public, especially young people. about the major preventable causes of poor health and high medical costs. Our focus is the "killer habits" with particular emphasis on counteracting the promotion of tobacco and alcohol. DOC's professional aim is to tap the highest possible level of commitment and involvement in improving the health of their communities from physicians, medical students, other health professionals, business leaders and all other citizens. DOC is unique among health organizations in being solely concerned with health promotion, and has pioneered the concept of paid counter-advertising aimed at reducing lethal lifestyles.
For more information writer to:
DOC
1423 Harper st.
Augusta, GA 30912

Alan Blum, MD
Founder and Chairman

Rick Richards, MD
National DOC President

Tom Houston, MD
National Coordinator

Karen Shipp
Managing Editor

Enter DOC's "So, Sue Me.." Contest

In response to the Philip Morris/ Bill of Rights campaign, DOC will offer $1,000 to the best concept, story board, or completed advertisement depicting a fictional future Philip Morris campaign, in which the company tells the public who it *really* is and what it *really* does. Entries (which may be in the form of a letter, artwork, audiotape, film or videotape) should be sent to DOC along with a brief description of the basis for the campaign idea.

People of all ages and occupational backgrounds are invited to participate. Enter as many times as you will. The contest will close in June 30, 1990.

All entries should be mailed to:
DOC
Suite 235
5510 Greenbriar Dr.
Houston, TX 77005

DOC member Doug Minkler, a California artist, and co-founder of the DOC P.U. Project displays two of his creations: a counter-advertisement entitled "Artists as Ashtrays" and the now famous DOC Killer Lite T-shirt.

Texas Commissioner of Health Robert Bernstein, MD, with DOC founder Alan Blum, MD, following a press conference at the Texas State Capitol sponsored by the American Cancer Society in advance of the Great American Smoke-Out. Dr. Bernstein has been a prominent and straight-shooting opponent of tobacco use. He and Dr. Blum were asked by the ACS to address the problem of teenage smoking in Texas. Earlier in the day Dr. Blum addressed the Texas Education Agency, the key group involved in planning curricula for Texas schools. The day was coordinated by Ron Todd, director of the Texas office on Smoking and Health.

A Legal Opinion

The following is an excerpt from a letter written to the *Wall Street Journal* on November 29, 1989, by Paul Hentzel, an attorney in Palo Alto, CA, in response to an article by reporter Alix Freedman on the Philip Morris Bill of Rights advertising campaign.

How can Philip Morris take the Bill of Rights to a freedom celebration? They are not dating. They are not even friends. As I see it, Philip Morris and the Bill of Rights have only one thing in common. Philip Morris has killed about as many Americans with their tobacco products as have died in wars against tyranny. I won't celebrate that.

In the letter Hentzel also comments on the Philip Morris/Miller suit against DOC:

The enormous expense of trademark litigation, damages, treble damages, punitive damages, interest and attorneys fees alleged by Philip Morris would normally crush individuals like Alan Blum, MD, and small volunteer organizations like DOC. Philip Morris money would have been intimidating, and effective in suppressing free speech except for David West, a Federal Judge in Texas. Judge West immediately recognized the "bill of wrongs." "You guys are way off base" he scolded from the bench. West upheld freedom of speech for DOC.

Philip Morris is trying to use the US trademark law and expensive litigation to suppress freedom in America. At the same time Philip Morris was handing out copies of the Bill of Rights. There is something wrong, wrong, WRONG about this.

"Brew-ha-ha" continued from pg. 1

paign featuring the rock group "The Who". Dubbed "the biggest party in history", the campaign generated millions of dollars in beer sales from which Miller pledged $1 million to the Texas Special Olympics.

DOC's counter-ad T-shirts read "Killer Lite" instead of Miller "Lite," and instead of "We're having a party," DOC shirts carried the slogan "We're pushing a DRUG!" On the back, the T-shirt showed a figure vomiting into a toilet with the phrases, "They're pushing a drug" and "We're grabbing a potty." The T-shirt also included a list of diseases caused by alcohol.

Since alcohol abuse has been implicated in mental retardation, fetal alcohol syndrome, and paraplegia due to alcohol related motor vehicle injuries, Dr. Blum stressed that the Texas Special Olympics "is the wrong charity to associate with a beer company."

After learning from an article by Houston medical writer D. J. Wilson of DOC's plans to sell the t-shirts outside the Astrodome during the concert, attorneys for Miller and Carrousel Productions, a Miller licensee, sought a temporary injunction to prevent this, but state District Judge David West denied the request reminding Miller's lawyers of the protection even doctors are accorded under the First Amendment and telling them "You guys are just way off base."

DOC's subsequent successful counter-promotion outside the Astrodome on Labor Day had the beer makers foaming at the mouth. In September, attorneys for Philip Morris filed a trademark infringement suit against DOC and Dr. Blum for: 1) infringement of federal trademark; 2) common-law trademark infringement; 3) dilution of mark/injury to business reputation; 4) unfair competition; and 5) tortious interference with a contract. The suit was later amended to include infringement of copyright.

The lawsuit states that Miller Brewing Company has "earned and established a valuable reputation for goodwill in its industry and in the community at large" and DOC's alleged use of Miller's trademark was "a blatant infringement of the company's trademark, goodwill, reputation, and nationwide sales."

Approached by Dr. Blum, the Houston chapter of the American Civil Liberties Union agreed to represent DOC and to press the issue of First Amendment protection.

Editor's Note: At press time, attorneys for Philip Morris/Miller Lite had made DOC an offer to settle out of court. Discussions are ongoing, but a final settlement has not been reached.

"There is a poster that reads 'Behold the noble turtle. He never gets anywhere without sticking out his neck.' The people who have really made a difference in tobacco control have been people at the margins." -Stan Glantz

This is a quote from a handbook entitled *Media Strategies for Smoking Control*, the product of a consensus workshop conducted by the Advocacy Institute for the National Cancer Institute. The booklet has important information and presents practical guidelines for using the media to counteract the promotion of tobacco. DOC members Alan Blum, MD, and Rick Richards, MD, were among the participants at the January 1988 workshop which included some of the leading authorities in the pro-health campaign. For a free copy of the booklet: write the Office of Cancer Communications, National Cancer Institute, Room 10A24, Bethesda, Maryland 20892; or call 1-800-4-CANCER.

1989 AAFP Meeting

DOC members talk with visitors to the DOC booth at the 1989 AAFP meeting in Los Angeles.

DOC Highly Visible at AAFP Meeting

"DOC serves a function that the Academy is unable to do. You provide a strong voice for a message that needs to be heard." Those were the words of encouragement given to DOC members by Glen Aukerman, MD, President Elect, during the fifty-third meeting of the American Academy of Family Physicians in Los Angeles, California, in September.

DOC was well-represented at the meeting, both in presentations and scientific exhibits. National DOC President Rick Richards, MD, gave a plenary presentation entitled, "Promoting Your Practice" and DOC Founder and Chairman Alan Blum, MD, gave a special presentation on Minorities and Tobacco. DOC Director of Research Paul Fischer, MD, gave a plenary session entitled, "How to Assure Quality Performance and Avoid Errors in a Physicians' Office Laboratory." DOC board member Chris Shank, MD, gave several clinical seminars on the family physician as health promotion specialist. Also, DOC member Fred Miser, MD, won first prize for original research with his paper entitled "The Detrimental Effect of Smoking on Physical Fitness."

The national DOC booth was awarded the outstanding exhibit award for the third time (1986, 1988 and 1989). Despite an overall low attendance at the meeting, DOC members spoke with more than 900 people.

Four DOC chapters presented scientific exhibits at the Assembly. DOC members Richard Maynard, DO, and John Saultz, MD, of the Department of Family Medicine at the Oregon Health Sciences University presented an exhibit entitled "The Extent to Which Patients in the Family Practice Center are Counseled Regarding Their Use of Tobacco".

Adam Goldstein, MD, a resident at the Department of Family Medicine at the Medical College of Georgia presented an exhibit entitled "Creating and Implementing a Smoke-Free Medical University".

DOC member Gary Kodel, MD, of the Division of Family Medicine at the University of California at Los Angeles presented an exhibit entitled "Are You Being Deceived by Drug Ads? Family Physicians Can Affect Adolescent's Attitudes Toward Smoking by Using the Learning Center".

DOC members David Govaker, MD, Daniel Purdom, MD, and Chad Shaffer of the Department of Family Practice of the University of Missouri-Kansas City presented an exhibit entitled "Tobacco Sales in Pharmacies".

Photos top right, AAFP staff member Herb Young, MD, looks at an exhibit entitled "Are You Being Deceived by Drug Ads?", presented by DOC member Gary Kodel, MD, of the Division of Family Practice at UCLA. Photo lower right, DOC member Dan Purdom, MD, stands in front of his exhibit entitled "Tobacco Sales in Pharmacies" presented by the Department of Family Practice of the University of Missouri-Kansas City.

Alan Blum, MD, (left) reveals his true identify, Dr. Superhealth, at the close of his talk on Minorities and Tobacco during the 1989 AAFP convention in Los Angeles. Patrick Reynolds, grandson of R. J. Reynolds, a special guest at the presentation, shows his support for DOC. The heir to part of the tobacco fortune is now an anti-smoking advocate and recently founded the Patrick Reynolds Smoke Free America Foundation.

Marlboro Men at the *Chronicle*

Editor's Note: In yet another foul play by a media corporation addicted to tobacco dollars, the *San Francisco Chronicle* refused to accept a $670 *paid* advertisement by DOC that wanted to call to the attention of readers the use of tobacco billboards in Candlestick Park at key camera angles to circumvent the law against cigarette advertising on television.

In 1989 Candlestick became the first baseball stadium to sell sideline advertisement space to Philip Morris for its Marlboro cigarette brand. Most plays at first base and third base now feature the Marlboro logo in the background.

Graphic artist Doug Minkler designed a DOC advertisement asking kids to "Watch Marlboro score on NBC Channel 4" during the World Series. However, the *Chronicle* rejected the advertisement. The following editorial written by Paul Rauber was printed in the *Express* on October 13, 1989.

The print media remain the last bastion of advertising for America's drug of choice, cigarettes. So important is the cancer dollar that neither love nor money can buy tough opposing views. Late last week the Chronicle refused an ad designed by artist Doug Minkler for the anti-smoking doctors' organization DOC (Doctors Ought to Care), taking to task the Marlboro logos prominently displayed in Candlestick Park. Minkler was told by a sales rep that the ad couldn't run because it was "Derogatory" to Marlboro.

According to San Francisco Newspaper Agency Advertising Manager, Frank Flood, however, the problem was not that the ad was offensive, but that it used a copyrighted trademark without the consent of the company. "We're talking about the Marlboro trademark." he said. "We would be liable if we were to run that sort of an ad."

"The *Chronicle* probably has two points of real sensitivity," says Herb Gunther, director of San Francisco's Public Media Center "The first is Macy's, and the second is cigarette advertising in general, and Marlboro in particular." Flood's legal worry, he says, is "naive and contrived", aside from the usual protection of the First Amendment, the paper is insulated by a "hold harmless" clause in the contract advertisers have to sign, which says that they will shoulder any legal liability incurred by their advertisements. Of course, should Marlboro sue the San Francisco Newspaper Agency (which handles advertising for both the *Chronicle* and the *Examiner*), it would be left with only billboard advertising. "They aren't going to sue one of the last remaining outlets they have in the Bay area for advertising," says Gunther. The moral? "Free speech isn't free, and even when you pay for it they can reject it."

World Series counter advertisement created by Doug Minkler.

MCG DOC students Melissa Garnick and Joel Fine, National DOC administrative assistant Sarah Ragland, MBA, and Adam Goldstein, MD, hold up counter advertisements during a DOC house call to the Benson & Hedges Blues Festival at the Fox Theater in Atlanta.

Benson & Heart Attack's Blues Festival Out-Foxed

Recognizing that Benson & Hedges was indeed a reason to sing the blues, DOC members from the Medical College of Georgia, along with members of the Georgians Against Smoking Pollution (GASP), responded appropriately by paying a house call on the Benson & Hedges Blues Festival held October 12, 1989, at the Fox Theater in Atlanta.

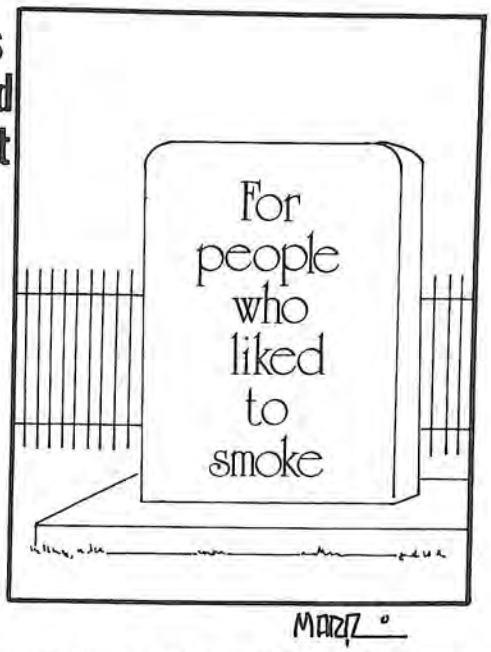
The DOC members, dressed in their white coats, handed out more than 1,000 fliers which disclosed some of the tobacco industry's marketing tactics that target minorities. Members carried posters with slogans like, "Blow your horn, not their smoke!" and "Benson & Hedges...for people who die", and gave out health promotion stickers for fans to wear into the concert. Philip Morris rented the concert space for the event from the King Center (Martin Luther King, Jr., Center for Nonviolent Social Change). A representative for the King Center who asked to remain anonymous, said the reason they allowed sponsorship is because Philip Morris gives them "a lot of money". When Adam Goldstein, MD, coordinator of the house call, suggested that the Center would not accept money from the Ku Klux Klan, the representative agreed and said that he could not defend the sponsorship by Philip Morris on moral grounds.

Sophomore medical student Joel Fine stated, "For DOC to really have an impact on the public we need to be seen in force, wearing our white jackets and talking with the people who are targeted by such unethical promotions."

Melissa Garnick, another Sophomore added, "It was fun as well as a chance to really have a positive impact on our community's health."

In a letter to the editor entitled "Benson & Hedges Blues Festival Uses Music to Push Death" published in the October 14 editions of the *Atlanta Journal* and the *Atlanta Constitution*, Dr. Goldstein stated, "The company is buying complacency, willing to spend millions to ensure that we accept its deal. We must resist this insidious and perverse corporate genocide, or we will all be singing the blues."

item.. A bill has been introduced in congress that would limit tobacco companies to so-called 'Tombstone' advertising for cigarets.



This cartoon was created by Don Marquis, a California freelance artist and former medical illustrator.

Oregon DOC president Bruce Thomson, MS4, (right) talks with Dr. C. Everett Koop, prior to the former surgeon general's address to health care professionals at the Oregon Health Sciences University. During his presentation, Dr. Koop commented, "If the history of tobacco in America could be written as a play, it would have all the components of a tragedy."

Oregon DOC Provides Proof for Lawmakers

Legislators have often disregarded the facts presented by health professionals concerning minors' illegal access to tobacco, but when a group of teenagers dumped the evidence at their feet on the committee floor, Oregon lawmakers sat up and listened. The youths, aged 11-17, were participants in a DOC survey conducted by Bruce Thomson, a fourth year medical student at Oregon State University. In the study the volunteers attempted to purchase cigarettes at various retail outlets in the Portland area. Out of 76 attempts, a total of 68 illegal sales were made. Those under 13 were successful in 76% of their attempts, while the 13-17 year olds were able to purchase cigarettes in 92% of the establishments. All of the children were able to purchase cigarettes from every vending machine tried.

Oregon DOC members then used the survey findings to build a strong case for passage of a bill imposing penalties of up to $500 on retailers who sell tobacco products to minors. The bill, which was passed and went into effect October 3, 1989, included three important provisions:

1) it requires all establishments selling tobacco to post a notice stating that tobacco sales to minors are illegal;
2) it prohibits the sale of individual cigarettes (this allowed customers, particularly young people to obtain cigarettes when they could not afford a whole pack); and
3) it prohibits the distribution of free cigarettes to minors.

Oregon's former laws prohibited the sale of tobacco to minors, but omitted any penalties for doing so.

Please send information and photographs of your DOC activities to *DOC News & Views* so they can be included in future issues.

Smokeless and the Bandits

Who you gonna' call when free samples of Skoal Bandits tobacco are being illegally distributed to minors? DOC's Bandit Busters, of course. DOC of Massachusetts recently enlisted the help of 20 children, ages 10 to 16, to prove that the US Tobacco Company would send a free Skoal Bandit sample to anyone who filled out a coupon and checked off that they were over 18. Within a few weeks, 15 of the 20 children received their free samples in the mail.

According to DOC member Joe DiFranza, MD, "Skoal Bandits is a candy flavored spitting tobacco which delivers nicotine in pediatric doses to addict susceptible youngsters. The bandit image appeals to rebellious children. It shouldn't be surprising that the average age for the first use of spitting tobacco is 10 years old."

Jim Saart of the American Lung Association, which co-sponsored the study added, "Smokeless tobacco is as addictive as smoking tobacco. Two thirds of elementary school children who use smokeless tobacco switch to cigarettes within two years."

None of the children, including those who received the samples, were contacted by US Tobacco to verify their age. Since most states prohibit the distribution of tobacco to individuals under 18, Dr. DiFranza believes it should also be illegal to offer free samples through the mail. "It is because children are not mature enough to make life and death decisions that the law has made it the responsibility of the tobacco company to prevent children from receiving their products. It is their responsibility to verify the age of their customers. Since it appears to be impossible to verify age through the mail, laws prohibiting the distribution of tobacco to minors should specifically ban its distribution through the mail."

On September 6, 1989, DOC, along with the American Lung Association and the Group Against Smoking Pollution, called upon Massachusetts Attorney General James Shannon to file for an injunction to prevent the distribution of tobacco through the mail.

Philip Morris Mouthpiece Defends Tobacco/Sports Connection

Editor Denies DOC Equal Access for Rebuttal

As reported in the Summer issue of *DOC News and Views*, the first annual Emphysema Slims Tennis Tournament of Santa Fe was a rousing success that drew wide-spread media attention. The media attention did not end with the tournament, however. A letter to the editor from Leslie Zuke, director of public relations for Philip Morris, appeared in the August 14, 1989, edition of the *New Mexican*, the August 16, 1989, edition of the Journal North, and the August 17, 1989 edition of the *Albuquerque Journal*. A subsequent rebuttal from Christopher Fletcher, MD, president of Santa Fe DOC, appeared in the *New Mexican*. However, the editor of the *Albuquerque Journal* refused to publish a similar letter, stating that Virginia Slims was past history and that no one would remember or know of the Emphysema Slims tournament. Following are the letters:

Tournament Promotes Tennis

Since 1970, Philip Morris has been proud to promote world-class women's tennis through sponsorship of Virginia Slims tournaments across America.

Unfortunately, anti-smoker groups such as (Santa Fe's) Doctors Ought to Care would detract from the first-class competition of such events by calling attention to the sponsor and not the players ("Celebrity Tennis Tourney has No Love for Smokers," July 15, and "You've Coughed Up Long Enough , Baby," July 16, 1989.)

We at Philip Morris want to make this perfectly clear: Our tournaments promote tennis, not smoking. We do not ask players to smoke or to promote smoking, but simply to play the best tennis they can.

Nor do we expect anyone to start smoking because they attended the tournament. Study after study has shown that promotion or advertising is not a determinant on whether or not a person chooses to smoke.

However, smokers do attend our tournaments, as they do other sporting events. If they smoke, we hope they will chose our brand. If not, we still believe they will enjoy some great tennis.

So, now that DOC's tournament is over we would like to invite the residents of Santa Fe down to Albuquerque to watch some of the world's very best athletes compete on center court.

Leslie Zuke
Director, Public Relations
Philip Morris, U.S.A.

Mouthpiece Off Base

In response to the Aug. 14 sour grapes letter from Leslie Zuke, mouthpiece for Philip Morris USA, I am first, grateful and appreciative for the fair coverage by the *New Mexican*, given to the July 22 inaugural Emphysema Slims Celebrity Tennis Tournament in Santa Fe.

Ms. Zuke didn't have the courage to address our tournament by name because it calls attention to one of the major diseases caused by Philip Morris tobacco products.

Our tongue in cheek approach to the sponsorship of sports (particularly women's tennis) by tobacco companies, and the voluntary (non-paid) appearance of major Hollywood celebrities. Olympic medalists and tennis pros, including former No. 2 in the world, Andrea Jaeger, clearly struck a raw nerve at corporate headquarters.

Our tournament, which drew not one negative comment until Zuke's misspoken letter, was sponsored not just by "antismoker groups such as Doctors Ought to Care," but also St. Vincent Hospital, the Santa Fe County Medical Society, Smoke Free Santa Fe (National Cancer Institute site), plus many other concerned citizens and physicians, and had volunteers from the American Cancer Society, American Lung Association and American Heart Association.

C'mon Virginia, get the message!

Ms. Zuke states that Virginia Slims tournaments "promote tennis not smoking." What hogwash. Hitler was a better liar.

RJR V.P. George Baroody said, "In our point of view, sports marketing has arrived, and we have arrived." (Feb. 1, 1988 *Sports Marketing News*).

M. Lettrey Byrd, director of sports events for RJR puts it simply: "We are aggressively seeking event opportunities." (same journal and date).

Philip Morris' "commitment extends even to media training future generations of competitors, many of them hailing from Europe" (*United States Tobacco and Candy Journal*, Dec. 28, 1987)

Says RJR's VP Walker: "The point of corporate sponsorships is they are a recognition that the brands consumers enjoy are helping to bring them an event they enjoy."

Ms. Zuke claims that "study after study has shown that promotion or advertising is not a determinant on whether or not a person chooses to smoke."

Au contraire, Ms. Zuke: both tobacco-industry sponsored studies, as well as legitimate medical and marketing studies have shown precisely that advertising --- continued, constant and aimed at sex, glamour and sports--appeals to youth and is the primary factor in getting people to start, and keeping them smoking.

Because tobacco is advertised six to eight times more heavily that any other commercial product, that message hasn't been lost on the tobacco pushers. Billions of dollars of advertising for billions of dollars of profit.

We are intrigued by the ads for Virginia Slims (ostensibly only a tennis event) that mention sponsorship by Virginia Slims cigarettes and carry a cigarette warning. Does that mean the Virginia Slims is harmful to your health?

Since cigarettes now cost so much (more deaths and maiming from cigarettes in America per year than from alcohol, car accidents, war, AIDS, cocaine and all other illegal drugs combined) isn't it time we ask ourselves why we should allow our beloved sports events to be tainted by the No. 1 drug pushers, the tobacco industry?

When the media finally have the courage to print all the facts (such as for every death from crack, there are 1,800 deaths from cigarettes) perhaps the citizens of our country will be able to make educated decisions on whether to smoke.

As Andrea Jaeger said in the *New Mexican* July 23: "The association of athletes and tobacco together isn't right. Every time you say 'I'm going to be playing in the Virginia Slims,' you don't realize that it's free publicity for them."

Americans love to name things so I propose that we name the tobacco companies the No.1 pushers of the No. 1 drug in the world. Then as per Ms. Zuke's suggestion, the residents of Santa Fe can come down to Albuquerque to watch tennis---from in front of the Tanoan Country Club picketing the evil association of a great sport and a deadly product.

Christopher Fletcher, MD
President, New Mexico DOC
family physician, Santa Fe

DOC at the White House

DOC President Rick Richards, MD, was one of a few dozen National leaders invited to the White House briefing on December 11, 1989. During the briefing, President Bush said that drunk and other drugged driving is "one of the most deadly scourges ever to strike modern times. It's as crippling as crack, as random as gang violence, and its killing more kids than both combined." President Bush then promised to make it one of the top priorities at both the National Transportation Agency and the Department of Health and Human Services.

After hearing a review of the statistics from Transportation Secretary Sam Skinner, Dr, Richards asked, "With all the alcohol advertising on billboards, 200 m.p.h. beer cans on the race tracks and Budweiser ads in kids racing videos arcade games, what is going to be done to deal with the pusher side of the problem?" Skinner replied, "I'm not sure it isn't time to revisit those issues."

Health and Human Services Secretary Sullivan pointed directly at the advertising and promotion of alcohol as contributing factors in the tragedy of death on our highways and stated that the government should seriously look at restricting it.

To those who have worked on this issue over the years Bush added, "speaking not only as president, but as a father and a grandfather, you have my respect, my admiration and my thanks."

Pictured above are some of the entries in a counter-advertising contest sponsored by the Austin, Texas chapter of DOC. Advertising students at the University of Texas were invited to submit television commercials, radio spots, billboard designs or magazine advertisements. The grand prize was $100, with two additional honorable mention awards of $50.

Tobacco: The Pushers and Their Victims

"Tobacco: The Pushers and Their Victims" is the latest video release from DOC. Produced by Joe DiFranza, MD, head of the Massachusetts chapter of DOC has spent the past several years collecting material and piloting his curriculum in the local schools.

His successful program has now been produced as a 38 minute VHS video for grades 7-12. The script, written by Dr. DiFranza and Dr. Abby Millanger, with Ralph Caisse, MEd, uses traditional DOC counter-imaging of tobacco advertising with interviews from Joe Tye, MBA, Executive Director of STAT (Stop Teenage Addiction to Tobacco) and Richard Daynard, JD, of the Tobacco Liability Project.

It also features 37 high school students who speak candidly about their views and experiences with tobacco and tobacco promotion.

Sally Solomon who reviewed the program in the November 15, 1989, issue of *Tobacco on Trial*, stated, "Kids leave "Tobacco: The Pushers and Their Victims" with knowledge of the physical, psychological, economic, social and sexual effects of smoking and of the deceptive marketing strategies of the tobacco companies. As a result, kids are mobilized to make their own informed choices about smoking."

"Tobacco: The Pushers and Their Victims" includes imaginative study aids. Teachers are provided with discussion questions ("What is the image tobacco companies create for smoking? Why do they have to create an image?), teacher's guides, role plays, individual and class projects, pre- and post-tests, summaries, vocabulary words, fill-in-the-blank worksheets ("Once kids are addicted to tobacco they build up a _____, which means that they gradually need to smoke more and more), and answer keys."

To obtain your copy of "Tobacco: The Pushers and Their Victims", send $100 per copy (substantial discount available for large orders) to:

DOC Video
c/o Massachusetts DOC
University of Massachusetts
47 Ashby State Rd.
Fitchburg, MA 01420

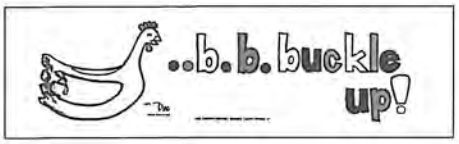
DOC Health Promotion Materials

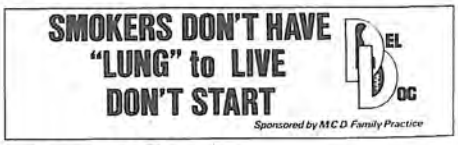
Posters

Please use the form on the opposite page to order DOC health promotion materials.

Stickers

T-shirts





Bumper Stickers

"Dead" T-shirt Available

Teenagers will enjoy spreading the no smoking message wearing a "Smokin' Dead" T-shirt. The shirt, which sells for $13, was designed by long time DOC member Art Hoffman. Hoffman is an active health promotion speaker in Albuquerque, New Mexico. He created the design as an alternative to the "punk rock-heavy metal-death messages usually found on T-shirts worn in school corridors and rock concert halls". Shirts are available in white, yellow, red, gray and gold, in small, medium, large and x-large sizes. Make check payable to Art Hoffman, and on a separate piece of paper please indicate size, color, and an alternate color choice due to limited supplies. Send your order to:
Art Hoffman
Health Promotion Specialties
105 6th St. SW, Suite 287
Albuquerque, NM 87102.

Stickers Alert Readers

Libraries have traditionally been associated with knowledge and truth, therefore, members of the Bernards Township Smoking and Tobacco Organization Program (B.T. STOP) believe that deceptive cigarette advertisements contained in periodicals subscribed to by libraries may need a short addendum to assure the reader finds this "knowledge and truth". The group purchased 4,000 magazine stickers from DOC in July and distributed them to local public and school libraries where workers have agreed to place them on publications containing tobacco advertisements. Diana Reh, a B.T. STOP member, commented, "This project will assist us in raising community and school awareness of the deceptive way in which tobacco products are advertised."

Please send me:

- ___ **Love, DOC sticker (5/8" x 5/8") @ .01 ea**
- ___ **Out of Order sticker (1 1/2" X 2") @ .05 ea**
- ___ **Zoo Breath sticker (2 1/4" circle) @ .05 ea**
- ___ **Magazine Sticker (4" x 2") @ .10 ea**
- ___ **Smoking Eats sticker (2 1/2"x 2 1/2") @ .10 ea**
- ___ **Dead Man Chew bumper sticker @ 1.00 ea**
- ___ **"Ash" of Yourself bumper sticker @ 1.00 ea**
- ___ **Lung to Live bumper sticker @ 1.00 ea**
- ___ **Have a Heart bumper sticker @ 1.00 ea**
- ___ **b.b. buckle up! bumper sticker @ 1.00 ea**
- ___ **Golden Brights poster @ 5.00 ea**
- ___ **Slim and Smokeless poster @ 5.00 ea**
- ___ **Up in Smoke poster @ 5.00 ea**
- ___ **Smoke for Smell poster @ 5.00 ea**
- ___ **Emphysema Slims poster @ 5.00 ea**
- ___ **Spot a Nerd poster @ 5.00 ea**
- ___ **Superhealth t-shirt @ 10.00 ea SM MED LG XLG**
- ___ **Smokebusters t-shirt @ 10.00 ea SM MED LG XLG**
- ___ **Emphysema Slims t-shirt (hand) @ 10.00 ea BOYS ADULT SM**
- ___ **Emphysema Slims t-shirt (sketch) @ 10.00 ea SM MED LG XLG**
- ___ **Emphysema Slims t-shirt (logo/lady) @ 10.00 ea SM MED LG**
- ___ **What's Up DOC t-shirt @ 10.00 ea SM MED LG XLG**
- ___ **Throw Tobacco Out of Sports t-shirt @ 10.00 ea MED LG XLG**
- ___ **Doctors Ought to Care t-shirt @ 10.00 ea SM MED LG XLG**
- ___ **Tobacco slide presentation and script @ 80.00 ea**
- ___ **Alcohol & Other Drugs slide presentation and script @ 80.00 ea**
- ___ **Nutrition slide presentation and script @ 80.00 ea**
- ___ **Family Dynamics slide presentation and script @ 80.00 ea**
- ___ **Obituary Cards from physician @ 4.00/100**
- ___ **Obituary Cards from victim @ 4.00/100**
- ___ **Throw Tobacco Out of Sports Cardboard Boomerangs @ .15 ea**

Yes, I want to see DOC continue to be a force to be reckoned with on Madison Avenue and an innovative leader and information source for all other health promotion organizations. I am making a contribution of:
___ $1,000 ___ $500 ___ $250 ___ $100 ___ $50 ___ $25 ___ other donation

DOC and Superhealth 2000 sound like great ideas. I'd like to be a part of this organization. Here's my tax-deductible membership contribution of: ___ $10 (student) ___ $25 (physician in training or non-physician) ___ $50 (physicians) ___ $500 (institution or organization). Please place me on your mailing list and tell me how I can get involved. ___ I'd like information about starting a DOC chapter. ___ I want to support your counter-advertising pro-health efforts to combat "killer products" pushed by Madison Avenue. Enclosed is my additional contribution.

Membership fee: _____
Pro Health Products _____
Additional Contributions _____
TOTAL _____

Name _____ Phone (_____) _____ Business Phone (_____) _____

Street _____ City _____ State _____ Zip _____

Occupation _____ if MD/DO specialty _____

Area of interest _____

Mail this form along with your check or money order to: DOC, 1423 Harper St., Augusta, GA 30912. DOC is qualified under the IRS as a 501 C-3 organization, which enables all donations to be tax-deductible.

A DOC Exclusive:

"Hypersell", Latest Game at the Video *Ad*cade

Your engine is purring. Ahead lies the asphalt track. The christmas tree lights are to the side: red, amber, green! As your foot presses the accelerator, tires squeal and the engine whines.

Today's arcade games are high-tech, sound and sight experiences intended to thrill and entertain children. But according to a recent DOC study conducted by National DOC president Rick Richards, MD, and DOC board member, Paul Fischer, MD, the scenery in video games is a little too realistic.

"Marlboro, Budweiser and John Player Special are just some of the brand name advertising kids are seeing while playing video games. 'We don't advertise to kids,' is what tobacco and alcohol companies claim. But as DOC and others have been quick and consistent in pointing out, all evidence is to the contrary."

To gather evidence, Drs. Fischer and Richards made a house call to video arcades in Augusta, GA, Garden City, SC, and Gatlinburg, TN. In all three cities they found numerous examples of alcohol and tobacco products in video arcade games:

•"Power Drift", a SEGA game in which the player sits inside a race car look-alike, requires lightening quick reflexes to race at speeds in excess of 200 mph. All the while, kids are being exposed to billboard advertising along side the road, including several billboards shaped like beer cans advertising Budweiser beer.

•"Out Run", a SEGA game now available for home video consoles, contains numerous ads. At the starting line, product placards run up and down the starting poles. At the top on the right pole sits Marlboro.

•"Hang On" is a SEGA motorcycle racing game. The road side billboards include various products including Marlboro and JPS (John Player Special - a European brand of cigarettes). Interestingly, the billboards don't move smoothly past the rider, but rather when they reach maximum size, stop for an extra frame.

•"Super Monaco GP" is contained in a fiberglass replica of a Marlboro race car, including the familiar red logo and the words "Monaco GP" in Marlboro type font. As the child enters the racer and straps himself in (there is a seatbelt for safety), he is greeted with a full screen picture of the real Marlboro racer. As he races around the simulated Monaco racetrack, he races against numerous formula one cars, including several Marlboro cars. Banners overhead across the track, and billboards along the track, as well as in the crowds, promote Marlboro. Several of the buildings also have the familiar Marlboro name and logo instead of windows.

"A child playing Super Monaco GP is exposed to literally hundreds of Marlboro ads during a game, if he's good. If he's not good and doesn't reach 'extended play', then he'll see only fifty or so Marlboro ads. Technically, one of the overhead banners does read 'Marlbobo' and on many of the others, all the kids can see is the red and white logo with part of the word 'Marlboro'."

Dr. Fischer questioned the altered spelling used in the games, "This is either poor spelling or a SEGA/Phillip Morris smokescreen so they can rebutt that it's not really supposed to be brand name advertising. Despite the fact that DOC, STAT and others have for years pointed out use of tobacco logos on candy cigarettes, toy cars, water guns, and other children's products, tobacco companies have either said they didn't know about it or they can't control it."

The DOC officers made video tapes of the kids playing the games and forwarded a tape to Rep. Thomas Luken (OH) for use in the recent congressional hearing and filed a formal complaint with the FTC.

Shown below are actual photographs taken of the playing screen of three games by SEGA. In the top photo, notice the JPS logo, and in the middle and bottom photos, notice the Marlboro logo.

DOC News and Views
1423 Harper St.
Augusta, GA 30912

Nonprofit Organization
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