

48

We hope you will tell your friends to watch the national television debut of our newest documentary, *Medicine vs. Madison Avenue: Fighting Smoke with Fire*. The 30-minute program will air on the CNBC cable television network show *Practical Medicine* on June 12 and 13 at 11:30 Eastern Time (10:30 Central, 9:30 Mountain, 8:30 Pacific). The broadcast is being made possible by the American Medical Association's American Medical Television (AMT).

Medicine vs. Madison Avenue, a collaborative effort of the DOC national office, California DOC, and the DOC Tobacco Archive and International Resource Center, exposes the current promotional tactics of the tobacco companies and their many allies, such as mass media corporations and sports and cultural organizations. The program highlights several strategies pioneered by DOC for counteracting the tobacco pandemic.

We are indebted to all of our DOC members and supporters throughout the country who helped make this video possible. Their tireless efforts over the past sixteen years has enabled the airing of this documentary by attracting favorable attention to medical activism in general and to DOC in particular.

Sincerely,

Alan Blum, M.D.
Chairman
DOC (Doctors Ought to Care)

Eric Solberg
Executive Director
DOC