

[Interoffice Memorandum About Promotion of Sporting Events]

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D002708

INTEROFFICE MEMORANDUM

TO: David
 FROM: Seth
 DATE: March 1, 1990
 SUBJECT: DOCS -- Alan Blum

Produced by RJRTC

Betsy called to say that Alan Blum of DOC was quoted on the sports page of USA Today today and that KTRH radio in Houston had picked up the story. Blum was basically saying that the job of DOC is to inform parents and youth that cigarette advertising at sporting events is directed at kids.

Since there is a major Winston Drag Race in Houston this weekend, we might have protests. I called Nat and Wayne Robertson to let them know.

Betsy called again to say she was listening to a radio show called "Ask the Doctor" with Dr. Ken Mathis and his guest for about 5 minutes was none other than, you guessed it, Alan Blum.

Blum said that DOC is organizing a boycott of sports arenas until cigarette signs come down. He said they are nothing more than an end-run to get cigarette advertising on TV. He has contacted the U.S. attorney general's office and told them that our use of signs in sports arenas is a sham event to circumvent the law. Asked if he has called any of the stadiums, he said no, because they have long-term contracts.

He said the Virginia Slims tennis tournament is coming to the Astrodome (late March) and that DOC was organizing an Emphysema Slims tournament to compete with it.

He mentioned that the Winston Drag event will be in Houston this weekend and that Winston is made by RJR, which is also responsible for Dakota, the brand for poor, uneducated, white women. He said it should be called DaCough or DaCancer instead.

There was no call to action, but he said DOC will contact medical organizations, parents and educators to get the signs removed from the stadiums.

When told that this would probably be a big-money fight, he said the bigger the money, the more fun it will be.

He said he's tired of tobacco company's promoting sporting events.

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Personal Author Seth

Abstract Memorandum about Alan Blum of DOC, quoted on Houston radio and USA Today, as saying that cigarette advertising at sporting events is directed at kids. Blum said that DOC is organizing a boycott of sports arenas until the cigarette signs come down.

Personal Names David
Blum, Alan
Betsy

Primary Corporate Name R.J. Reynolds Tobacco Company

Other Corporate Names Doctors Ought to Care (DOC)

Thesaurus Terms Advertising Campaigns
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Type Memorandum

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Plaintiff's

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Plaintiff's Ending Bates No. RJR337619

Defendant's

Beginning Bates No. 507715482

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Source Mangini v. R.J. Reynolds Tobacco Company, Civil Case No. 939359