

# 2022 National Conference on Tobacco or Health

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## Primary Presenter

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**Biography** Since founding the first physicians' anti-smoking activist organization Doctors Ought to Care (DOC) in 1977, Dr. Blum has given over 2000 invited presentations on tobacco and has published over 100 peer-reviewed articles. As editor of the Medical Journal of Australia and the New York State Journal of Medicine, he produced the first theme issues on the world tobacco pandemic at any journal. In 1988 he received the Surgeon General's Medallion from Dr. C. Everett Koop, who wrote, "Dr. Blum has done more against smoking than anyone." In 2006 Amherst College awarded him an honorary Doctor of Science for his career-long effort to combat the tobacco industry. Since 1998, he has served as Professor of Family Medicine and Director of the Center for the Study of Tobacco and Society (csts.ua.edu), the most comprehensive archive of original documents and ephemera of the tobacco industry and the anti-smoking movement throughout the past century.

**Have you ever been employed by or received any funding from the tobacco industry (including manufacturers of tobacco products, the Tobacco Institute, law firms, or other interests representing tobacco companies to conduct research or provide consultation), the pharmaceutical industry (including producers of smoking cessation products), or another for-profit healthcare company that sells products or conducts research relevant to tobacco control policies (including e-cigarette manufacturers or marketing companies)?:** I have not received any funding from these entities.

**Please provide additional detail explaining the funding received and your relationship with the entity. If your abstract is accepted, you will be required to complete and sign a disclosure of conflicts of interest form providing this detail and more of these relationships.:**

## Session Information

**Poster Session:**

**Panel Presentation (75 minutes):** Yes

**Individual Presentation (20 minutes):**

**Session Title:** Cigarette advertising role models: Stories of tragedy, anger, and regret

**Session Abstract: please provide a brief (500 words or less) description of this proposed session. Please note that if your abstract is accepted this description may be published in meeting materials as is, or may be edited for clarity or brevity.:** This presentation features heart-rending stories of tragedy and regret told by men and women who were models in cigarette advertisements in magazines, newspapers, and billboards from the 1930s to the 1980s. The Power of Print: The impact of the print medium on consumer buying habits and public opinion through most of the 20th century was comparable to that of digital media today. Cigarette advertising was such a significant a source of revenue for publications like The New York Times, TIME Magazine, Newsweek, Sports Illustrated, and People that their publishers aggressively courted cigarette manufacturers through ads in the

U.S. Tobacco Journal and other tobacco industry trade magazines in the 1980s. When Congress banned cigarette advertising from TV and radio in 1971, the tobacco industry shifted the lion's share of its advertising budget to print media. In 1972, cigarettes became the most advertised product in TV Guide, the second most widely circulated magazine with 16 million readers. Five of the top 10 magazines of that era--Woman's Day, Ladies Home Journal, Family Circle, McCall's, and Playboy--each with a circulation of over 6 million--accepted numerous cigarette ads in every issue, as did those with niche readerships such as Sports Illustrated (3.5 million circulation in the 1980s), Ebony (1990s: 1.8 million), and Rolling Stone (2000s: 1.4 million). Not coincidentally, editorial content on smoking's dangers vanished from their pages. A cover story in Newsweek in 1977, "What causes cancer?" included a table "Cancer and the Environment: Ten Top Suspects" that listed the major carcinogens in alphabetical order: arsenic was first; tobacco smoke, ninth. A Newsweek cover story about exercise, "Keeping America Fit," featured an ad for Merit cigarettes on the back cover. The Stories: Merlin "Monte" DuVal, founding dean of the University of Arizona School of Medicine and an assistant secretary of Health, Education, and Welfare who was one of the first federal officials to officially warn the public about smoking, regretted that he had appeared in a Camel cigarette ad in the 1940s. Janet Sackman, a 17-year old model for Lucky Strike cigarettes in 1947, became a fierce opponent of the tobacco industry after developing laryngeal cancer in 1983. Alan Landers was widely seen in magazine and billboard ads for RJ Reynolds' Winston cigarettes in the 1960s. A heavy smoker, Landers was diagnosed with lung cancer at age 47, following which he became a sought-after anti-smoking speaker in the 1990s and expressed shame for helping promote a lethal and addictive product. David Goerlitz, another Winston model in the 1980s, also spoke out against the tobacco industry in the 1990s. In the 2000s he accused anti-smoking activists of prohibitionism and became an advocate for e-cigarettes. Other stories include those of Wayne McLaren, a Marlboro model who revealed that he had lung cancer at the 1991 Philip Morris shareholders meeting; Dave Morris, who died of lung cancer 7 years after helping launch Fact cigarettes; and Maria Font Connolly and Gary S. Cooper, who regretted their appearances in cigarette ads in the 1930s and 1970s, respectively.

**Supporting session documentation (OPTIONAL): If you have additional documentation that you believe is critical for reviewers to have in order to evaluate your submission (i.e. journal article, poster design), you may choose to upload that document here. (Word, PDF, .jpeg, or Excel files may be uploaded.:** 305036-2-80782-0b0502ff-a7e5-4db8-9cfc-001107620679.docx

**Learning Objective #1:** As a result of this session, participants will be able to list major newspaper and magazine publishers that sought cigarette advertising through ads in tobacco industry trade publications.

**Learning Objective #2:** Participants will be able to name four former cigarette advertising models who later developed lung cancer or laryngeal cancer.

**Learning Objective #3:** Participants will be able to compare the impact of cigarette advertising models in newspapers and magazines during the 20th century with online social influencers for tobacco products and e-cigarettes today.