

DOC Tobacco Archive and International Resource Center

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Doctors Ought to Care

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April 26, 1990

Judann Dagnoli  
Advertising Age  
220 E. 42nd Street  
Suite 930  
New York, New York 10017

Dear Ms. Dagnoli:

Enclosed you will find an update of information on the DOC ad which has now been rejected by The Houston Chronicle as well as The Houston Post. However, our ad has run in Public News (enclosure) which is an alternative newsweekly in Houston with a circulation of about 30,000. In addition the ad is now running in the Houston Community College newspaper. The following are a few points which I feel are important:

\* The rejection of our ads, on the basis that ads critical of corporations or corporate products are unacceptable (see the letter from the Chronicle), raises serious questions about the commitment of these papers to free expression. Clearly the use of the trademark is not an issue here since the Post has run both the Dakota and Vantage ads which feature the Marlboro pack. Satire is also not entirely absent from the Vantage "Sorry Cowboy" ads. The rule for acceptable advertising standards at the Post and the Chronicle seems to say that corporations are exempted from criticism and any ad which questions the promotional efforts of the tobacco industry is not subject to the same First Amendment guarantees as other advertising. The implications of such ad policies call into serious question the commitment of the media to free expression.

\*Of course we still believe that the bottom line reason for rejecting our ads is the fear of losing tobacco ad revenue. Mr. Dallman's assertion in the Editor & Publisher story that the Post has "not had any tobacco ads to speak

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of" is absurd. The Post and the Chronicle continue to do brisk business with the tobacco industry. The Post has run numerous ads for both Dakota and Vantage. Mr. Dallman's denial of reality is astonishing. Furthermore Mr. Brown at the Chronicle was no less dishonest in claiming in the Editor & Publisher piece that his paper would "probably run the parody". The Chronicle rejected the ad outright.

\* Aside from the fear of newspapers that they will lose tobacco ad revenues, DOC feels that newspapers also fear counter-promotional activity because it works. DOC's efforts in Aspen, Colorado, and Jackson, Wyoming, have resulted in the removal of tobacco companies as sponsors of ski events in both Aspen and Jackson. In addition, as a result of our protests against the introduction of Dakota, the Houston City Council has passed a resolution condemning tobacco marketing practices and has removed all cigarette vending machines from municipal buildings. True these actions were not exclusively the result of our ads, but the ads have contributed to the overall effort to call the promotion of tobacco into question.

I hope you find the enclosed material of interest and I greatly appreciate your time. If you have any questions or need any additional information, please do not hesitate to contact me.

Sincerely,

Jim Smith