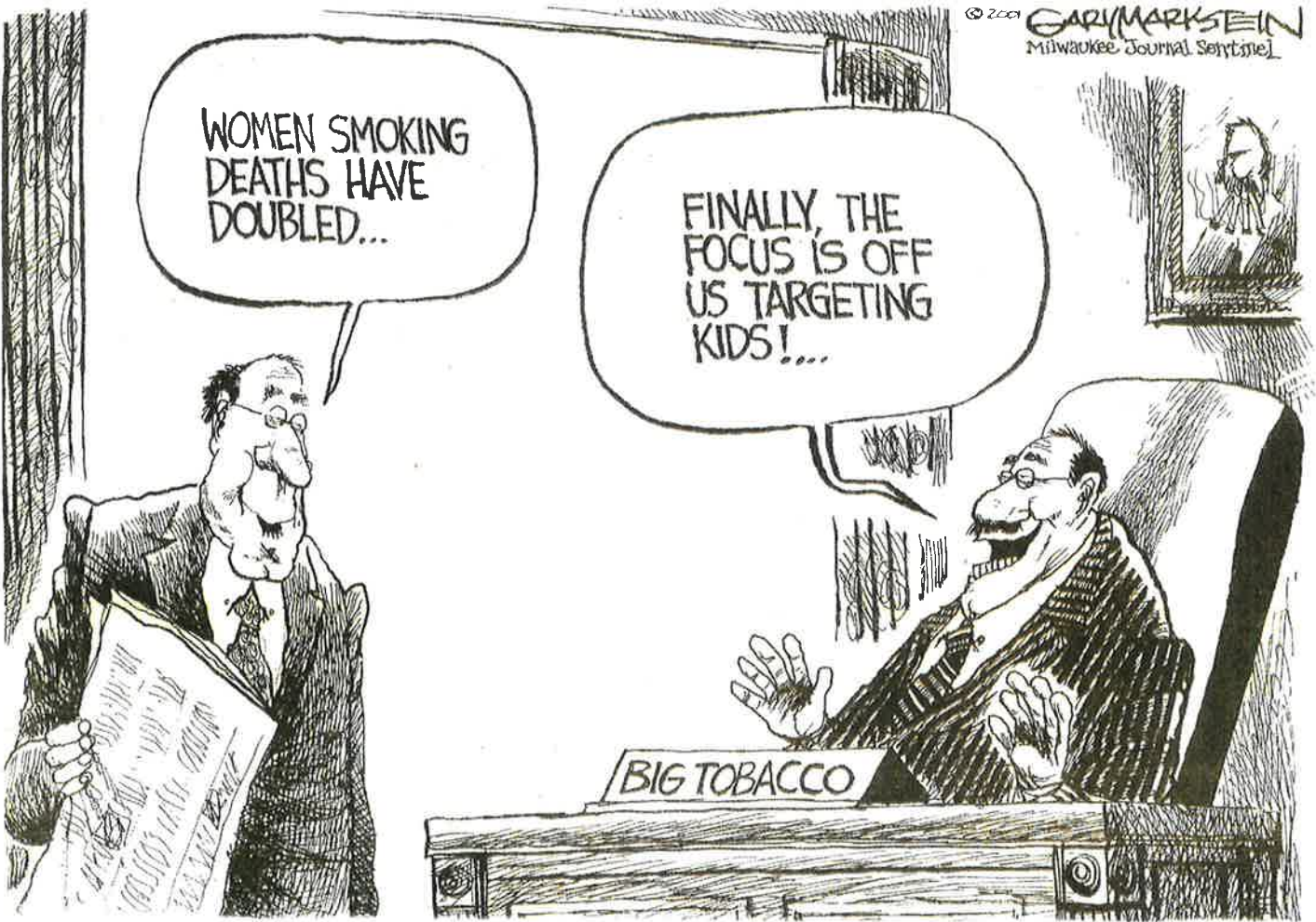


Tackling Smoking with Wit and Satire



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Milwaukee Journal Sentinel



“Cartoonists Take Up Smoking,” an exhibition that retraces the modern era of anti-smoking advocacy as seen through the eyes of newspaper editorial cartoonists, will be on display during the conference in the main exhibition hall. More than 50 nationally recognized editorial cartoonists are represented in the show, which is supplemented by extensive illustrations from newspaper headlines that inspired the cartoons to advertisements in medical journals promoting the health benefits of cigarettes.

The exhibition was created by Alan Blum, M.D., one of the nation’s leading authorities on

the tobacco industry and the anti-smoking movement. The Center for the Study of Tobacco and Society, which Dr. Blum directs, holds the largest collection of tobacco-related advertising, books and historical documents at any university. This vast archive of materials in print, audio, video and other media is comprised of a series of collections that document the history of tobacco use and promotion. The Center holds

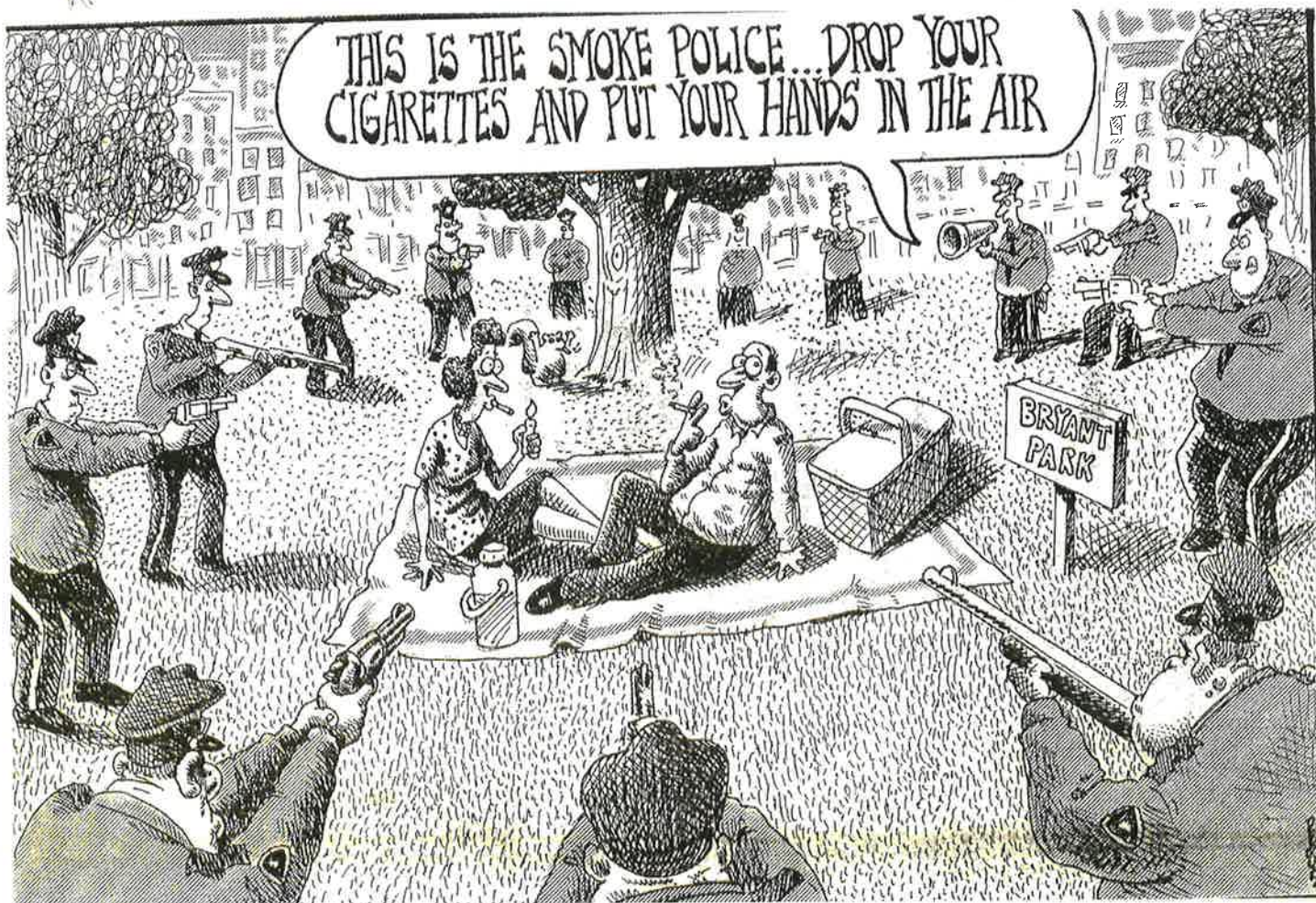
over 300 original smoking-related cartoon artworks and 1,000 newspaper, tearsheets of editorial cartoons on tobacco themes.

The cartoons also poked fun at the intolerance shown by some anti-smoking crusaders, and exposed the hypocrisy of seeking cash from an industry in which the states had long been in cahoots.

“These trenchant works of art have satirized tobacco company executives and lobbyists, from their sabotage of clean indoor air legislation and airline smoking bans to their circumvention of restrictions on cigarette advertising and political contributions,” said Dr. Blum. “But the cartoons have also

poked fun at the intolerance shown by some anti-smoking crusaders and have exposed the hypocrisy of state attorneys-general seeking cash damages from an industry with whom the states had long been in cahoots. Above all, editorial cartoonists have revealed that the most addictive thing about tobacco is money.”

“Political cartoons on smoking have had an impact at both the national and local levels,” he noted. “For instance, they laughed ‘Joe Camel’ out of existence and have helped influence public opinion leading to the passage of countless clean indoor



Cartoons, from page 5

air laws. Many wide-ranging controversies are also captured in the cartoons, from the misguided quest for a safe cigarette to the targeting of women and minority groups."

The exhibition, which required a decade of research and correspondence with most of America's editorial cartoonists, draws on Dr. Blum's anti-smoking activism with DOC (Doctors Ought to Care) between 1977 and 2002. DOC

pioneered the purchase of satirical counter-advertising in the mass media to expose the truth about the tobacco industry and its tactics. Among DOC's memorable creations are the Benson & Heart Attack Film Festival, the Emphysema Slims Tennis Tournament, the Barfboro Barfmobile, and DOC's Deck-O-Butts trading cards.

"Cartoonists Take Up Smoking" debuted three years ago at the Association of

American Editorial Cartoonists' annual convention in Lexington, Ky. It has since been on tour to the National Museum of Health and Medicine in Washington, D.C., the Nebraska State Capitol Rotunda, the Alabama Museum of Natural History, Seattle's Art Patch Project, and Roswell Park Cancer Institute in Buffalo, N.Y.

The exhibition, which is sponsored at the conference by the Flight Attendant Medical Research

Institute, is constantly updated and can be adapted for display at universities, libraries, health care centers and museums. Contact Dr. Blum at ablum@cchs.ua.edu or the Center's archivist Lori Jacobi at ljacobi@cchs.ua.edu or 205-348-2162.



"I CAN'T SAY THIS STRONGLY ENOUGH, MR. MORSON... IF YOUR CIGARETS ARE MADE BY ANYBODY OTHER THAN PHILIP MORRIS OR REYNOLDS INDUSTRIES YOU'VE GOT TO STOP SMOKING!"

JOE CAMEL -
THE LATER YEARS



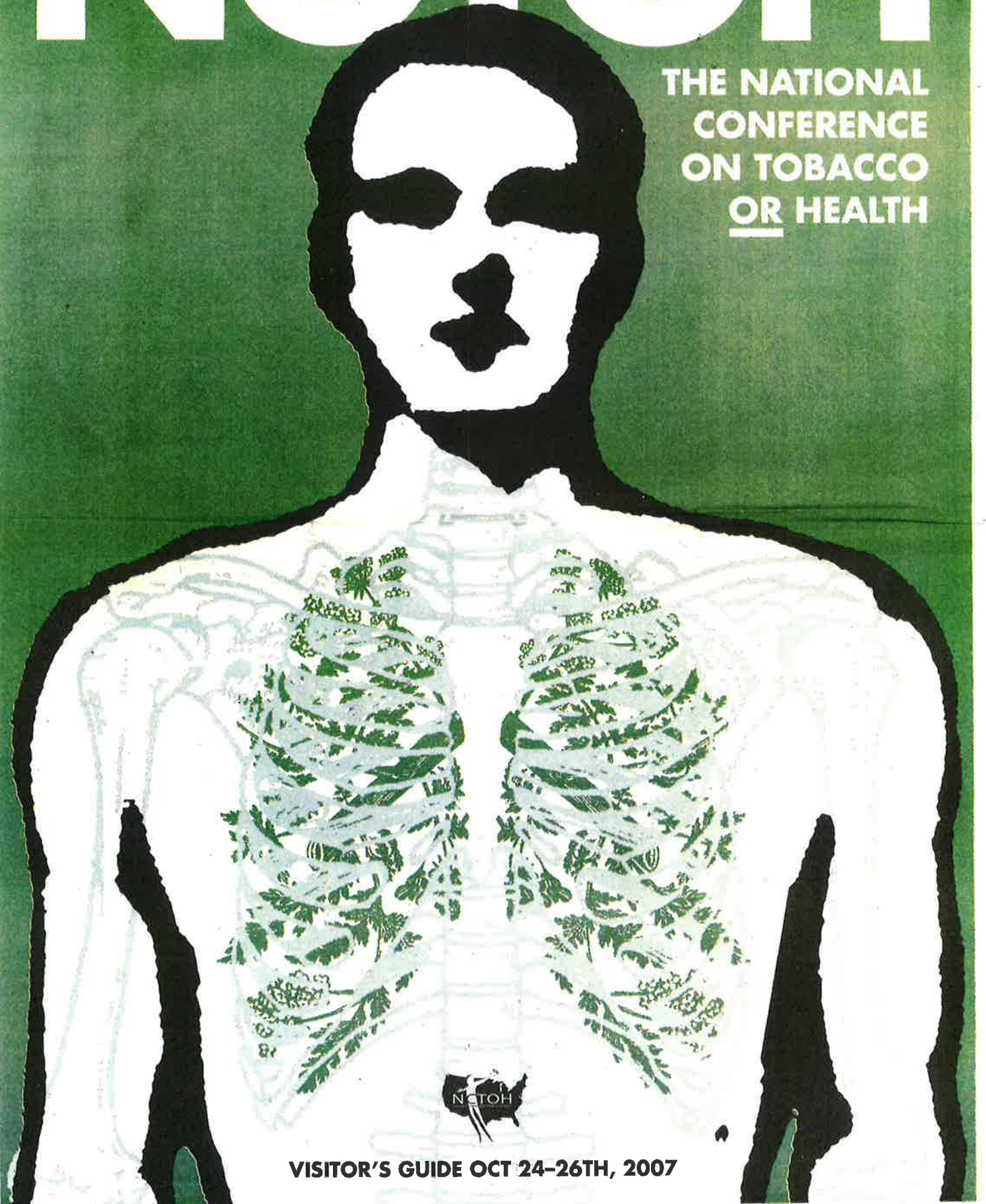
Sign: Tom Swick

To ALAN BLUM... with admiration... *Robert J. Falkner*

NCTOH

CONGRATS!
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