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August 11, 1988

Ron Davis, Executive Director
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Centers for Disease Control
12420 Parklawn Dr Rm 1-16
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Dear Ron,

I'm extremely enthusiastic about the possibility of editing an international tobacco journal. The fact is, we still lack a consistent, frequent, objective forum for the exchange of research, information, and opinion on tobacco use and promotion. As I mentioned, Dee Burton and I had exchanged some correspondence about this concept. I don't know whether Dr. Zea is still interested, but I'm enclosing a letter from Dee with his address. I would like to explore the idea further the next time we meet--hopefully before October 27.

As for the sports and tobacco meeting, I am compiling a sport-by-sport and company-by-company reference, a historical overview, and strategies for counteracting the trend. My guess is that a meeting on alcohol and sports would gain national attention but that somehow the tobacco and sports connection is as likely as not to be regarded moralistically and cynically.

I realize that you may be interested in having some athletes speak, and I'm somewhat at a loss on good names. Two of our world championship boomerang team members, including the national champion Chet Snouffer, have a great story to tell and are quite personable, but I suppose boomeranging may not be what people are expecting to hear about. (I do, however, have a superb one-minute video news story from Australian TV on the sponsorship angle, complete with boomerang throwing.) Then there is Elliott Nelson of our sailing team. He used to manage an auto racing team and knows tobacco sponsorship inside and out. In terms of better known athletes, I would recommend Jim Lonborg, a dentist and former pitcher of the Boston Red Sox. Greg knows him. Because October 27 will be in the middle of most sports seasons (hockey, basketball, football), your best bets for active athletes would be baseball players from non-World Series teams (who will be playing until almost the end of October) and possibly an Olympian or two. You could doubtless get a marathoner or a

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legislator like Bill Bradley who used to be a professional athlete (I have a great juxtaposition of a Sports Illustrated cover with him and a cigarette ad on the back cover). Be forewarned that there are other congressman-athletes like Vinegar Bend Mizell from North Carolina who defend tobacco. One suggestion would be someone like Frank Robinson, who as manager of the Orioles might be close enough and available. I don't know if he uses tobacco or not, but he is highly regarded and is the only black manager.

As I understand it, Greg is going to focus on a case study of a magazine like Sports Illustrated; I also told him I hoped he would summarize the subject of sports and smokeless. I would like to do more of an overview that explores the history of the carefully-cultivated association between tobacco and sports, then looks at current sponsorship of several sports (including a video montage of approximately 3-5 minutes), and concludes with some suggestions for solving the problem. Not that there are simple solutions. Anyone can call for a ban on tobacco advertising and promotion, but that won't make it so. So far, at any rate, I think the only counter measure that can do anything is counter sponsorship, and to the best of my knowledge the only examples are in South Australia, Victoria, Scotland, Uruguay, Canada--and DOC's boomerang and sailing teams. In view of the coverage given to sports, you might consider inviting Scott Ostler, sports columnist of the L.A. Times who has written several columns over the years that dump on tobacco sponsorship.

From a different angle, I have proposed to Steve Thacker that morbidity and mortality data be gathered on motor racing. A copy of the letter was sent to you.

Please let me know further details of the meeting--especially the roster of speakers and a one- or two-line summary of the topics you wish them to address. I do hope we'll have a chance to get together afterward.

Incidentally, I am trying to put together a two-week trip to New Zealand and Australia in a few weeks for a world meeting on alcohol problems (sponsored by a Seventh Day Adventist-led Washington-based large organization). Please do let me know if I can do anything for the Office when I'm there (apart from getting information on sports sponsorship). Ideally, I'd like to go to New Guinea, too, where my father was stationed in World War II, but since I was never able to get there when I lived in Australia it's unlikely I'll be able to visit this time either. (And airfare will be at least \$600 more.) Last time I heard, New Guinea was becoming a candy store for BAT.

Lastly, do let me know if the Office would be interested in making available the 80-slide presentation on minorities and

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tobacco that I first gave at the InterAgency meeting you arranged. And very lastly, could I get a video of the butthead spots?

Sincerely,

A handwritten signature in cursive script, appearing to read "Alan Blum".

Alan Blum, M.D.
Assistant Professor

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Enclosure