

**APPENDIX I**

## APPENDIX I

TELEVISION

<u>Title</u>	<u>State</u>	<u>Length</u>	<u>Year</u>
Anti-smoking/Rain	California	30 sec	unknown
Crocodile Tears	California	30 sec	unknown
Drive Away	California	30 sec	2001
He's Back	California	30 sec	2001
Hooked	California	30 sec	unknown
Industry Spokesman	California	30 sec	1990/99
Monster	California	30 sec	2001
Never Let it Be Said	California	60 sec	unknown
Next Generation	California	30 sec	2001
Nicotine Soundbites	California	30 sec	1994
Race Deal	California	30 sec	2001
Taps	California	30 sec	unknown
Voicebox Industry	California	30 sec	unknown
Burn	Massachusetts	30 sec	1994
Flare	Massachusetts	30 sec	1994
Launch	Massachusetts	60 sec	1994
More Money	Massachusetts	30 sec	1994
The Truth – Janet Sackman	Massachusetts	30 sec	1995
The Truth – Patrick Reynolds	Massachusetts	30 sec	1995
The Truth – Victor Crawford	Massachusetts	30 sec	1995
Warning	Massachusetts	30 sec	1994
Camel Chasers	Mississippi	6:20 minutes	unknown
David Gonzalez	Washington	60 sec	1993
Janet Sackman	Washington	60 sec	1993
Wayne McLaren	Washington	45 sec	1993
Patrick Reynolds	Foundation for a Smoke-free Indoor Environment	60 sec	1987
<u>RADIO</u>			
Amazing New Product	California	30 sec	2001
Cash Register	California	60 sec	unknown
Declaration of Independence	California	60 sec	unknown
Thank You	California	60 sec	unknown

Title: "The Truth – Patrick Reynolds"  
Length: 30 sec.  
Produced by: Massachusetts Board of Health  
Year: 1995

**Video**

scene: black and white close-up of a table at a restaurant  
text: "THE TRUTH"

scene: Reynolds in the restaurant

scene: Reynolds walking down a street are in cigarettes.

scene: cigarette pack

scene: close up of Reynolds  
R.J. Reynolds.

scene: restaurant  
text: "Mass. Dept. of Public Health"

**Audio**

**Patrick Reynolds:** Do you know what's in cigarettes? No?...

...Because the last thing that tobacco companies want is for you to know...

...how many poisonous chemicals there So they just don't tell you...

...not in their packs...not in their ads....

...I'm Patrick Reynolds, the grandson of My family's name is printed on the side of seven billion packs of cigarettes every year. Why am I telling you this? Because I want my family to be on the right side for a change....

Title: "The Truth - Victor Crawford"  
Length: 30 sec  
Produced by: Massachusetts Board of Health  
Year: 1995

Video Audio

scene: close-up of a desk and a pair  
of glasses  
text: "THE TRUTH"

Victor Crawford: Maybe they'll get to  
your little brother or sister...

scene: Victor Crawford

...or maybe they'll get to the kid down the  
block....

scene: Crawford walking outside

...But one thing is perfectly clear to me - the  
tobacco companies are after children....

scene: close-up of Crawford's face

...Why? Because tobacco companies know that  
90% of smokers start as children before they  
know better. Of course, marketing to children  
is unethical, so they just deny it....

scene: photo of Crawford as  
a young man, then a photo of a group  
of men (tobacco executives?)

...I'm Victor Crawford. I was a tobacco  
lobbyist for 5 years so I know how  
tobacco companies work....

scene: close-up of Crawford's face

...I lied. And I'm sorry.

text: "Mass. Dept. of Public Health"

Title: "The Truth - Janet Sackman"

Length: 30 sec

Produced by: Massachusetts Department of Public Health

Year: 1995

**Video Audio**

**scene:** close-up of a photo of a young woman smoking...then close-up of Janet Sackman's face (very elderly)

**text:** "THE TRUTH"

**Janet Sackman:** You may get cancer, but I doubt you'll get the truth from cigarette companies....

**scene:** photo of a young woman smoking

...They keep saying you can't get hooked on cigarettes...

**scene:** Sackman getting her hair done at the hairdresser

...even though many smokers will lose vocal chords.

**scene:** close-up of Sackman's face, interspersed with photos of her old cigarette ads

...I'm Janet Sackman. I was a model in cigarette ads and I convinced many young people to smoke. I hope I can convince you not to.

**text:** "Mass. Dept. of Public Health"

\*\*\* Sackman sounds like she has had her vocal chords removed.

Title: "He's Back"

Length: 30 sec

Produced by: California Dept. of Health Services

Year: 2001

**Video Audio**

**scene:** a cartoon, black and white crocodile, looking through papers and standing next to a microphone.

**"BIG TOBACCO"**

is written on his stomach.

**text:** "He's Back"

**voice:** I see you're back on television.  
[speaking to the crocodile]

**Crocodile:** One hundred billion dollars worth.

**scene:** Crocodile walking around the t.v. studio off t.v.?

**voice:** What's it been? Maybe 30 years

**Crocodile:** Ugh...long time...too long.

**voice:** So how'd you pull it off?

**Crocodile:** We just stay away from the "c" word.

**voice:** Cancer?

**Crocodile:** No!!! Cigarettes. [making quotation marks with his fingers].

We don't say anything about cigarettes on the tube. We talk about beer, we talk about cheese,...

**scene:** Crocodile bows and looks reverent when discussing his community service

...we talk about community service.

**voice:** And get that smoky brand name out there, right?

**Crocodile:** Bingo!

**text:** "Paid for by the California Department of Health Services"

Title: "Monster"

Length: 30 sec

Produced by: California Department of Health Services

Year: 2001

Video Audio

scene: Ken sitting in his office

**Ken:** I mean, come on guys...do I look like a monster to you? You've been spending some time with me. [speaking to the camera crew]

scene: Ken walks down an office hallway (with the camera following him from behind)

**man#2:** If it's tobacco marketing you're looking to capture, I think Ken Lang's your guy.

scene: Ken at a meeting (of tobacco executives)

**Ken:** I think that school programs are a great idea... [addressing the meeting]

**man#2(v.o.):** What he's done is he's managed to change the way that tobacco companies are perceived by the public.

scene: Ken on the phone

**Ken:** We need some more feel-good charity commercials. We'll P.R. the hell out of it.

[talking on the phone]

scene: Ken, man#2 and others are watching a public service announcement they produced featuring an elderly woman

**man#2:** The beauty is that we're selling cigarettes without selling cigarettes... and our name is on that message.

**Ken:** That's right...Hi Grandma [ to the t.v.]

text: " DO YOU SMELL SMOKE?"

text: "Paid for by the California Dept. of Health Services"

Title: "Next Generation"

Length: 30 sec

Produced by: California Department of Health Services

Year: 2001

**Video Audio**

**scene:** 2 men sitting in an office  
tobacco company executives  
[same characters from  
"Monster"]

**man#1:** How many businesses do you  
know that can lose 400,000 customers a  
year and still stay in business?

**man#2:** I mean, listen, you don't have to get  
the kids. You get the young adults...you get  
the young adults and the kids come for free.

**scene:** Ken in his office

**Ken:** It's our job to get a hold of the next  
generation of smokers, plain and simple.  
We know where they are. They're on  
the web. They're on the Internet.  
They're at the malls. They're watching  
sporting events. We're there. Legally.  
Proudly.

**text:** "DO YOU SMELL SMOKE?"

**text:** "Paid for by the California  
Department of Health Services"



Title: "Race Deal"

Length: 30 sec

Produced by: California Department of Health Services

Year: 2001

Video

scene: Ken (from "Monster" and "Next Generation") in his office

scene: 3 men (from "Next Generation" in an office, surrounded by racing equipment (drawings, model cars, etc.)

text: "DO YOU SMELL SMOKE?"  
text: "Paid for by the California  
Department of Health Services"

Audio

Ken: Smoking is macho, it's sexy...you know...let's face it...sporting events... racing...

man#1: Everything went great...we've got a car for next year [on the phone]

man#2: Racing events are very important. They get a huge crowd of young people. [to the camera]

Ken: I know it's a lot of money, Tom...but we're not just buying logo space. [on the phone]

man#2: They watch these sporting events on t.v. [to the camera]

Ken: Tom - remember how we're not supposed to advertise on t.v.? Well, this car is like having a 3-hour advertisement every time it races. Yeah...the kids love racing. [on the phone]  
Back on t.v.!!! [to the camera]

Title: "Drive Away"

Length: 30 sec

Produced by: California Department of Health Services

Year: 2001

**Video**

**scene:** Ken (from "Monster", "Next Generation" and "Race Deal") driving in his car and then walking into a convenience store

**scene:** Ken greets the storeowner... there are tobacco advertisements all over the store...the store owner looks very uncomfortable

**scene:** a little boy walks up to the counter to pay for something...the tobacco ads are right at eye-level for him

**text:** "DO YOU SMELL SMOKE?"

**text:** "Paid for by the California Department of Health Services"

**Audio**

**Ken:** It's like marketing toothpaste or anything...laundry detergent. If you get a customer when they're young, they're yours for life. That's the way it is.... [to the camera]

...It's Ray, right? It's good to see you today, Ray. Hey...look at that. The poster is perfect. Perfect placement. Thanks for doing that, I appreciate it....

...You see...this is what I'm talking about. It's about building a lifetime relationship. Branding 101. You notice how the eye-line is perfect, huh? There's a method to this madness. [to the camera]

Title: "Amazing New Product" [RADIO]  
Length: 30 sec  
Produced by: California Department of Health Services  
Year: 2001

**Audio**

**male voice:** You know you don't have to love Philip Morris to be impressed with its selling skills. Consider its current hundred million dollar advertising campaign to promote...itself.

**"Philip Morris spokesman":** Introducing the amazing, all-new tobacco company!

**male voice:** You can hardly turn on the tube without running into one of those heart-warming novellas about how the 'smoke folk' help bring food to the hungry, water to the thirsty, sanctuary to the abused and comfort to the afflicted.

**"Philip Morris spokesman":** Now with social consciousness in every pack!

**male voice:** Its fascinating in a spooky sort of way to watch Philip Morris reinvent itself as our friendly, concerned neighbour, while it continues to push the same old deadly, addictive product that will kill 400,000 of us this year. Fortunately, there's a warning label. You oughta read it - it says if you can't tell the difference between the old Philip Morris Company and the new Philip Morris Company...don't worry - there isn't any.

**female voice:** Paid for by the California Department of Health Services.

Title: "Industry Spokesman"

Length: 30 sec

Produced by: California Department of Health Services

Year: 1990/1999

Video

**scene:** a group of tobacco industry executives sitting around a boardroom table at a meeting...the room is VERY smoky

Audio

**man#1:** Gentlemen...Gentlemen...The tobacco industry has a very serious multi-billion dollar problem. We need more cigarette smokers - pure and simple. Every day, 2000 Americans stop smoking, and another 1100 also quit...actually...technically...they die. That means that this business needs 3000 fresh new volunteers every day. So forget about all that heart disease, cancer, emphysema, stroke stuff. We're not in this business for our health [laughter].

**text:** "Paid for by the California Department of Health Services"

Title: "Nicotine Soundbites"

Length: 30 sec

Produced by: California Department of Health Services

Year: 1994

Video Audio

**scene:** at a U.S. Congress hearing...  
tobacco industry executives are  
raising their right hands and taking  
an oath

**text:** "US Congress asks the tobacco  
industry if nicotine is addictive"

**voice (at hearing):** Please consider  
yourselves to be under oath.

**scene:** Congressman

**Congressman:** Yes or no - do you  
believe that nicotine is not addictive?

**scene:** William Campbell

**text:** "William Campbell  
Philip Morris U.S.A.  
Cigarette Manufacturer"

**Campbell:** I believe nicotine is not  
addictive.

**scene:** James Johnston

**text:** "James Johnston  
R.J. Reynolds Tobacco Company  
Cigarette Manufacturer"

**J. Johnston:** Cigarettes and nicotine  
clearly do not meet the classic definition  
of addiction. There is no...[interrupted]

**scene:** Thomas Sandefur

**text:** "Thomas Sandefur  
Brown and Williamson Tobacco  
Cigarette Manufacturer"

**Sandefur:** I believe that nicotine is not  
addictive.

**scene:** Donald Johnston

**text:** "Donald Johnston  
American Tobacco Company  
Cigarette Manufacturer"

**D. Johnston:** I, too, believe that nicotine  
is not addictive.

**scene:** all of the Congressmen at the  
hearing

**voice:** Now the tobacco industry is  
trying to tell us that second-hand smoke  
isn't dangerous.

**text:** "DO THEY THINK WE'RE  
STUPID?"

**text:** "Paid for by the California

Department of Health Services, Funded by the Tobacco Tax Initiative"

Title: "Hooked"

Length: 30 sec

Produced by: California Department of Health Services

Year: unknown

**Video Audio**

**scene:** man in a suit, sitting on a dock fishing next to a big pile of fish...he hooks a fish and a struggle ensues...

**female voice:** It's one of the most addictive substances on Earth and it's hooked millions. It's called nicotine and the tobacco industry knows that the more nicotine their cigarettes have, the more hooked you'll be....

**scene:** the fish is reeled onto the dock and is thrown onto the pile of dying fish

...Of course, every year thousands of people die from their addiction. But you know what they say - there's plenty of fish in the sea....

**text:** "THE TOBACCO INDUSTRY - THEY PROFIT, YOU LOSE"

...The tobacco industry - they profit, you lose.

Title: "Anti-smoking/Rain"

Length: 30 sec

Produced by: California Department of Health Services

Year: unknown

**Video Audio**

**scene:** children playing in a schoolyard...it begins to "rain" cigarettes

**male voice:** We have to sell cigarettes to your kids. We need half a million new smokers a year just to stay in business. So we advertise near schools, at candy counters, we lower our prices – we have to. Its nothing personal – you understand.

**text:** "THE TOBACCO INDUSTRY – HOW LOW WILL THEY GO TO MAKE A PROFIT?"

**female voice:** The tobacco industry – how low will they go to make a profit?

**text:** "Paid for by the California Department of Health Services, Funded by the Tobacco Tax Initiative"

Title: "Voicebox Industry"

Length: 30 sec

Produced by: California Department of Health Services

Year: unknown

Video

**scene:** close-up of Debi, she has no voicebox

**text:** "Debi"

**scene:** Debi takes a drag of a cigarette through the hole in her throat

**text:** "THE TOBACCO INDUSTRY DENIES THAT NICOTINE IS ADDICTIVE"

**text:** "Paid for by the California Department of Health Services, Funded by the Tobacco Tax Initiative"

Audio

**Debi:** I had my first cigarette when I was 13. When I found out how bad it was, I tried to quit - but I couldn't. They say nicotine isn't addictive...

...How can they say that?



Title: "Crocodile Tears"

Length: 30 sec

Produced by: California Department of Health Services

Year: unknown

Video

**scene:** cartoon black and white crocodile (from "He's Back") speaking to "voice"... "BIG TOBACCO" is written on his stomach  
**text:** "Crocodile Tears"

Audio

**Crocodile:** Everybody picks on me... nobody likes me.

**voice:** Well, you can't really blame them. You've killed and crippled millions of Americans.

**Crocodile:** They didn't have to smoke...it was their choice.

**voice:** You knew cigarettes were addictive and you lied about it.

**Crocodile:** That was the old me. I'm into community service now. Have you seen my ads?

**voice:** Yeah...can I ask you a question?

**Crocodile:** Anything...this is the new me.

**voice:** Are you going to keep selling cigarettes?...

**scene:** Crocodile gets angry and attacks the camera

...I said - are you going to keep...  
[interrupted by the attack]

**text:** "Paid for by the California Department of Health Services"

...I just thought I'd ask...

Title: "Never Let it Be Said"

Length: 60 sec

Produced by: California Department of Health Services

Year: unknown

Video

**scene:** a tobacco industry executive shaking hands with a Black business owner

**scene:** Black young people smoking

**scene:** homeless Black man begging for money

**scene:** quick shots of an older White man (tobacco executive??), a young Black man graduating and a young Black girl dancing

**scene:** young Black man smoking

**text:** "Paid for by the California Department of Health Services, Funded by the Tobacco Tax Initiative"

Audio

**male voice:** Who says that no one wants to do business in the Black community? The tobacco industry does....

...Because we spend over 6 billion dollars a year buying cigarettes....

...Enough to educate and employ thousands. Instead, our money smokes the lives out of 45,000 Americans every year....

...We lose a lot of our dreams, achievements and love....

...Don't let them rob us of our most precious resource - ourselves.

Title: "Taps"

Length: 30 sec

Produced by: California Department of Health Services

Year: unknown

**Video Audio**

**scene:** a soldier's funeral...close-up of soldiers folding up an American flag to give to the family

**male voice:** My father was a war hero. He was killed in 1988 - not in a war on some foreign soil. Pops was killed by people who make cigarettes....

**scene:** son walking down a hospital hallway

...World War Two, the Korean War - for soldiers, cigarettes were free....

**scene:** son visiting his dying father in the hospital

...They weren't really free. The price my father paid was death....

**scene:** son at the cemetery for his father's funeral

...400,000 people die every year from tobacco related illnesses. A lot of people know my pain.

**text:** "Paid for by the California Department of Health Services"

Title: "Cash Register" [RADIO]  
Length: 60 sec  
Produced by: California Department of Health Services  
Year: unknown

**Audio**

**male voice:** Thirty years ago, when the Surgeon General of the United States reported that cigarettes cause lung cancer, they denied it. [cash register noise] When a causal relationship between smoking and emphysema was established, they disputed it. [cash register noise] The idea that smoking causes lung disease was not one they chose to believe - so they refuted it. [cash register noise] And as for death, well, they rejected the idea that cigarettes could cause someone to die. [cash register noise] They claimed that anyone could quit smoking, and that they never wanted to see kids smoking. [cash register noise] And all the while the money keeps rolling in - pack after pack, carton after carton, with profits in the billions. Yes, billions. Their latest denial - that second-hand smoke isn't a problem and it doesn't kill. [cash register noise] They're not just blowing smoke - they're blowing death. And there's only one reason why. [cash register noise]

**male voice#2:** Paid for by the California Department of Health Services, Funded by the Tobacco Tax Initiative.

Title: "Thank you" [RADIO]  
Length: 60 sec  
Produced by: California Department of Health Services  
Year: unknown

**Audio**

**male voice:** We, the tobacco industry would like to take this opportunity to thank you, the young people of America, who continue to smoke our cigarettes despite Surgeon General warnings that smoking causes lung cancer, emphysema and heart disease. Your ignorance is astounding and should be applauded. Our tobacco products kill 420,000 of your parents and grandparents every year, and yet you've stuck by us. That kind of blind allegiance is hard to find. In fact, 3000 of you start smoking every day because we tobacco folks tell you its cool. Remember, you're rebels...individuals...and besides, you impressionable little kids are making us tobacco guys rich!! We're billionaires!!! [shouting] In conclusion we, the tobacco conglomerates of America, owe a debt of gratitude to all teens for their continued support of our tobacco products despite the unfortunate disease and death they cause. Thank you for your understanding. Thank you for smoking. Yours truly, the tobacco industry.

**female voice:** Paid for by the California Department of Health Services, Funded by the Tobacco Tax Initiative.

Title: "Declaration of Independence" [RADIO]  
Length: 60 sec  
Produced by: California Department of Health Services  
Year: unknown

**Audio**

**child's voice:** Yesterday at school, they taught us about the Declaration of Independence. The teacher said it's one of the things that makes America great. She said the Declaration of Independence guarantees us all the right to - I think it's in this order - life, liberty and the pursuit of happiness. Yeah, that's it. The Declaration of Independence guarantees us all the right to life, liberty and the pursuit of happiness. That means that I have the right to live. So why do cigarette companies say people have the right to smoke in places like, like restaurants, when smoke from cigarettes kills thousands and thousands of people who don't smoke. So, if we can't breath, we'll be dead. I think the right to breath is more important that the right to smoke. Heck, you don't have to be a grown-up to know that.

**voice#2:** We all have the right to breath. Don't let the tobacco industry smokescreen choke the issue. Second-hand smoke kills..Protect your right to breath.

**voice#3:** Paid for by the California Department of Health Services, Funded by the Tobacco Tax Initiative.

Title: "Camel Chasers"  
Length: 6:20 minutes  
Produced by: Mississippi State Department of Health  
Year: unknown

**Video Audio**

**scene:** "Joe Camel" smoking a cigarette **voice:** This is the face only a mother could love.  
And yet it's a face that no mother loves.  
Because the face of Joe Camel means one thing  
- ...

**text:** "Tobacco companies are hawking their deadly wares to minors" ...Tobacco companies are hawking their  
deadly wares to minors....

**scene:** children sitting at a table...they are approached by "Joe Camel" who offers them a cigarette ...Children under the age of 18 are being  
lured into purchasing cigarettes and other tobacco products....

**scene:** map of Mississippi  
**text:** "Mississippi State Department of Health" ...But now, thanks to the innovative  
efforts of the Mississippi State of Department Health and the Mississippi  
Council for a Smoke-free Society....

**scene:** boy#1, boy#2 and girl#1  
**boy#1:** Blow out of town, Camel!  
**boy#2:** Yeah, blow your smoke somewhere else!  
**girl#1:** We don't want to smoke cigarettes!  
**boy#1:** Yeah!

**scene:** "Joe Camel" offers kids at the table a cigarette again...they chase him away **voice:** Children by the thousands are  
chasing cigarettes out of their schools, out of their playgrounds and parks, out of their  
neighbourhoods. They know there's nothing cool about smoking.

**scene:** boy#3 boy#3: No matter what the Camel says, you know you  
can't be cool when you're dead. And smoking kills half a million people every year.

**scene:** map of Mississippi **voice:** In December of 1992, Purvis,

**text:** "Camel Chasers"

Mississippi elementary school students staged the country's first "Camel Chase". Over 800 people including students, concerned parents, teachers, and city officials chased the Camel off their campus and the mayor declared the town tobacco-free. Since then, 6 other "Camel Chases" have occurred and over 4000 "Camel Chasers" have rallied against tobacco companies....

**scene:** Joe Camel advertisement

...And they all have one thing in common - they want to rid their cities and towns of the Camel and its life-threatening bad habit....

**scene:** in a classroom...a police officer removes "Joe Camel" from class

...All the "Camel Chasers", including the smoke-free class of 2000, and...

**scene:** students and parents holding placards in the state capital

...their adult supporters who chased the Camel out of the capital during the legislative session of 1993, are fighting cigarettes....

**text:** "Control tobacco sales to minors" and "Prohibit tobacco smoking in State buildings and public areas"

...Everyone involved support the passage of legislation to control tobacco sales to minors and to prohibit smoking in State building and certain public areas....

**scene:** picture of Thompson, Bruggs and Novella with the Camel Trophy

...The idea has gotten positive play - all the way to Washington, D.C. On March 30, State Health Officer Dr. Ed Thompson and Tobacco Control Co-ordinator Cheryl Bruggs presented the Camel Trophy to Surgeon General Dr. Antonia Novella. She loved it....

**text:** "The Surgeon General herself calls smoking the leading cause of preventable death"

...The Surgeon General herself calls smoking the leading cause of death and disability in this country.

**scene:** boy#4

**boy#4:** People are dying by the thousands.

**text:** "Second-hand smoke: public health threat"

**A serious voice:** The U.S. Environmental Protection Agency concluded that widespread exposure to second-hand smoke poses a



serious public health threat and cancer-causing risk.

scene: boy#3

**boy#3:** 300,000 babies and toddlers come down with bronchitis or pneumonia every year!

scene: boy#5

**boy#5:** Yeah! Just because they had to breathe someone else's smoke!

scene: girl#2

**girl#2:** My baby brother has asthma. Breathing second-hand smoke makes his asthma worse.

scene: boy#2

**boy#2:** You can even die from breathing second-hand smoke!

scene: girl#3

**girl#3:** That's right! Every year 3000 people die from lung cancer because they breathe second-hand smoke.

scene: Joe Camel ad

**voice:** Tobacco companies' advertising programs increasingly and aggressively target youngsters.

scene: boy#3

**boy#3:** Tobacco companies want me to buy cigarettes and I don't want to!

scene: Mississippi State Department of Health employees

**voice:** Leading cigarette fighters are the Mississippi State Department of Health and the Mississippi Council for a Smoke-free Society,...

scene: logos of American Cancer Society, American Heart Association and the American Lung Association

...the Mississippi chapters of the American Cancer Society, the American Heart Association and the American Lung Association....

scene: Mississippi State Department of Health employees

...In fighting the marketing of tobacco products to youngsters, health department officials and council members recognize the phenomenal appeal of cartoon characters to young people.

scene: Dr. Ed Thompson  
text: "Dr Ed Thompson

**Thompson:** A survey published in the Journal of the American Medical

State Health Officer”

Association reported that American children recognized Joe Camel as readily as Mickey Mouse. The Camel is a powerful and deadly opponent...

scene: promotional items from tobacco companies

...made even more powerful by tobacco company gimmicks like coolers, sunglasses, playing cards, t-shirts and other freebies....

scene: Dr. Ed Thompson

... Tobacco companies have a very shrewd marketing idea. Think about how hard it is to put together a cigarette ad. Smoking is a deadly and filthy habit and yet marketers show it to be fun, sexy and glamorous. And just remember in cigarette ads, you see smoking but not the smoke. It's anti-reality. And that's what makes the Camel and other cartoon characters so effective - they're not real either.

scene: two young girls at a mall... "Joe Camel" offers them cigarettes and they refuse

voice: Not only-is the Camel not real, he is rapidly becoming most likely not to succeed among Mississippi school children thanks to growing awareness arising from the "Camel Chase" program and other efforts.

scene: girl#4

girl#4: Did you know that in America, kids as young as five years old are starting to smoke? I think that's just terrible!

scene: girl#2

girl#2: Every day approximately 3000 children smoke their first cigarette.

scene: boy#5

boy#5: And it might not be their last. 90% of all smokers start smoking before they're 21.

scene: children chasing "Joe Camel"

voice: But those deadly statistics can all change with your help. Do your part to combat smoking, especially among our young people. Chase your own Camels or go after another cigarette company's fantasy symbol. And help spread the word that smoking kills.

**scene:** children shouting at "Joe Camel" and driving him out of town  
**children:** Get out of town, Camel!!!

**text:** "601-960-7483"

**voice:** For more information about how you and your friends can chase the Camel out of your community, call 601-960-7483. Let's send the cigarette companies a message.

**text:** "Mississippi State Department of Health"

Title: "Wayne McLaren"  
Length: 45 sec  
Produced by: Washington Department of Health  
Year: 1993

Video Audio

scene: McLaren's Marlboro ads  
text: "Wayne McLaren  
Marlboro Cigarette Model"

scene: Wayne McLaren (now)

**McLaren:** If you have an I.Q. approaching that of a hamster you should believe that it's going to kill you....

scene: McLaren in the hospital  
text: "Wayne McLaren  
Lung Cancer Victim"

...It got me. My life is going to be shortened significantly because of it....

scene: Marlboro billboard

...It's sad that the product they're successfully marketing kills people....

scene: McLaren on a horse

...I would just like to spend whatever time I can just trying to make people aware of the misery and the pain and the anguish that you have to go through as a cancer patient isn't worth smoking a cigarette....

text: "DON'T DO WHAT THEY  
TELL YOU"

...Maybe if I was responsible for making one person smoke maybe now I can be responsible for making two of them quit.

Title: "David Gonzalez"  
Length: 60 sec  
Produced by: Washington Department of Health  
Year: 1993

**Video Audio**

scene: David Gonzalez in a Winston ad  
text: "David Gonzalez  
Winston Cigarette Model"

Gonzalez: We knew our market was young boys. Rock-climbing represented the ultimate heroism and machismo... storm searchers...rescuers...you know...saving lives. To offer them a cigarette was kind of ironic. And they knew it was going to sell cigarettes...and obviously it did because we went from number four to number two in just two years. I was at the top of Mount Evans in Denver, Colorado, and I certainly felt the effects of my smoking addiction...not being able to breathe....

scene: Gonzalez now

...And it was apparent to me that I was one of the very few because most people weren't smoking, including the R.J. Reynolds executives. And I asked the R. J. Reynolds executives why they weren't smoking...I thought it quite odd and...he turned to me and he said 'We don't smoke this shit, we just sell it.' And I laughed and he said 'we reserve the right to smoke for the young, the poor, the black and the stupid.'

text: "DON'T DO WHAT THEY  
TELL YOU"

Title: "Janet Sackman"  
Length: 60 sec  
Produced by: Washington Department of Health  
Year: 1993

Video Audio

scene: Sackman's old cigarette ads

Janet: I had the life that every young girl dreams of. I modelled for quite a few years. I worked for all the magazines, and it was very glamorous....

scene: Sackman now (elderly)  
text: "Janet Sackman  
Throat Cancer Victim"

...I smoked for 33 years, and I couldn't stop. Even when I was sick, I smoked. The only thing that stopped me was when I found out that I had cancer....

scene: Sackman's old cigarette ads

...Those days, we didn't know what cigarettes could do to you. No one knew. It was glamorous...chic... Then I didn't smoke, but when I did the Lucky Strike ad, then one of the executives said to me 'it would be a good thing for you to start smoking if you're going to do cigarette ads...that way you'll be more convincing...more authentic...'

text: "DON'T DO WHAT THEY ...So I started to smoke and I was  
TELL YOU" addicted.

\*\*Sackman's voice is very gritty, she sounds like she has had her voicebox removed.

Title: "Launch"  
Length: 60 sec  
Produced by Massachusetts Board of Health  
Year: 1994

**Video Audio**

**scene:** black and white scene of a teenage boy in a crowd of children and teenagers      1

**teenage boy:** Last November, voters in Massachusetts took a stand. They looked to the facts. They weighed the costs – the human costs. And they passed a cigarette tax. Too many people have been hooked. Too many have died. To many kids have grown up believing what the tobacco companies say. That smoking makes you attractive, or cool. By voting for the tax, they said 'enough – we care about our brothers and sisters.' Maybe if they see that we don't smoke, they won't smoke. We care too much to pass this on to another generation, to pass on something so deadly and so senseless. Its time to draw the line. It's time for a show of strength. It's time we made smoking history.

**text:** "IT'S TIME TO MAKE SMOKING HISTORY"  
**text:** "A message from the Mass Dept of Public Health"

Title: "More Money"  
Length: 30 sec  
Produced by: Massachusetts Board of Health  
Year: 1994

**Video Audio**

**scene:** teenage boy, in an empty building

**teenage boy:** Yo...check this. If you smoke a pack of cigarettes a day, you blow \$1000 a year on smokes. Big bucks, right? Now multiply that by all the kids who smoke in Massachusetts. That comes to \$70 million a year. Man, those cig pushers would love to get their nasty little claws in all that money. But you know what - we're gonna keep it. And we're going to decide how and where we want to spend it. Man - \$70 million. Do you know what we can do with all that money? Exactly...

**text:** "DON'T BLOW IT ON SMOKES"  
**text:** "A message from the Mass Dept of Public Health"



Title: "Flare"  
Length: 30 sec  
Produced by: Massachusetts Board of Health  
Year: 1994

Video (No Audio)

text: "This is easy to read, isn't it?"

text: "Now if it got smaller, you might stop reading."

text: "But we don't want you to stop."

text: "So we'll make it easier than before."

text: "How's that? We pulled you right back in."

text: "Just like cigarettes do. They contain nicotine."

text: "The tobacco industry knows this."

text: "The more nicotine you take in, the more addicted you become."

text: "So if you start smoking, you may never stop."

text: "A message from the Mass Dept of Public Health"

Title: "Burn"

Length: 30 sec

Produced by: Massachusetts Board of Health

Year: 1994

**Video (No Audio)**

text: "You can start reading...but we are controlling how fast you read."

text: "Other things have control over you, too."

text: "Like the tobacco industry."

text: "Their cigarettes contain nicotine..."

text: "...and nicotine is addictive."

text: "Nicotine will let them control you like we are."

text: "We'll let you stop reading."

text: "If you start smoking, will they let you stop?"

text: "A message from the Mass Dept of Public Health"

Title: "Warning"

Length: 30 sec

Produced by: Massachusetts Board of Health

Year: 1994

**Video**

**scene:** man speaking to the camera, interspersed with close-up shots of people smoking (in reverse black and white - like film negatives)

**Audio**

**man:** This is second-hand smoke. It's what you breathe when you're in a room where other people smoke. The same stuff you smell on your clothes gets into your lungs and increases your risk of lung cancer by 34%. You know, there's a warning label on packs for people who smoke. Where do you think the tobacco industry should put the warning label for people who breathe?

**text:** "IT'S TIME WE MADE SMOKING HISTORY"

**text:** "Mass Dept of Public Health "

Title: "Patrick Reynolds"

Length: 60 sec

Produced by: Foundation for a Smoke-free Indoor Environment

Year: 1987

**Video**

**scene:** close-up of Patrick Reynolds

**text:** "Patrick Reynolds"

**Audio**

**Reynolds:** My name is Patrick Reynolds. My grandfather, R.J. Reynolds, founded the tobacco company that now manufactures Camels, Winstons and Salems. We've all heard the tobacco industry say there are no ill effects caused by smoking. Well, we have plenty of cigarette caused disease and death right here in the R.J. Reynolds family. My grandfather, R. J. Reynolds, chewed tobacco and died of cancer. My father, R.J. Reynolds Jr., smoked heavily and died of emphysema. My mother smoked and had emphysema and heart disease. And two of my aunts, also heavy smokers, died of emphysema and cancer. Three of my older brothers who smoke have emphysema. I smoked for ten years and I have Small Airways Lung Disease. Now tell me, do you think the cigarette companies are truthful when they tell you that smoking isn't harmful? What do you think?

**text:** "Foundation for a Smoke-free Indoor Environment"