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TOBACCO NARRATION

Like most products, tobacco tries to use sexuality as its lure. Tobacco advertising gives the message that beautiful, sexy people smoke, and if you smoke, these beautiful people will desire to have sex with you.

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1. Butts Out

The headline in this ad reads "Make Something Happen." It could read "Butts Out," as the women's butt dominates the backdrop for the pack of cigarettes, while the man's is hanging on the end of the pier being seduce by how the women holds herself on display.

[Show Next Slide.]

2. Butts Up

This ad has the same basic elements, the only difference being that man is the one holding the cigarette as he checks out how the women displays her body. Tobacco companies have worked for a long time to create the notion that smoking is somehow involved in sexual fantasy. I'm going to show you two clips from the movie Basic Instinct that are edited together into a single scene. These clips show how smoking has become part of the sexual psyche in Hollywood.

[Show next slide and play movie.]

3. Basic Instinct

The man who wrote Basic Instinct is Joe Eszterhas. He has written 14 major Hollywood movies. He said that he purposely had Sharon Stone smoke in the sexiest scene in the movie where she spreads her legs because he wanted to seduce viewers both with her sex and the smoke. He said he was a militant smoker who wanted to cultivate the bad-boy, party image in his movies. I know this because he published a letter in the New York Times in August of 2002 explaining his motives. He did this because he almost died of throat cancer from smoking. While laying on what he thought was his death bed before surgery, Joe made a promise to God that if he recovered, he would explain to the world what he had

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done to promote smoking and work to keep other movies from becoming cigarette advertisements.

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4. Pleasure To Burn

Of course, Hollywood rebuked Mr. Eszterhas for exposing some of their dirty little secrets, and the tobacco industry continues to use sex as the main focus in man of its ads. Here we see a woman who displays her "rack" while stroking a pool cue. What you won't ever see in a tobacco ad is the true dynamic that takes place between men and women smoking.

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5. Mind If I Smoke

This ad produced for the California Department of Health shows the real relationship between a man who wants to smoke around a woman. He says, "Mind if I smoke.?" She says, "Care if I die?"

[Show Next Slide.]

6. Kool 1

Contrast the California ad to this Kool ad. Like the other tobacco ads we've seen the pack of cigarettes is in the foreground. And if you look at just the cigarette and the two fingers holding it, the image seen looks like a penis. The two woman stare entranced at the man's dangling cigarette. One of them even has a guy's arm around her, but is nonetheless captivated by the power of the Kool cigarette penis.

Another dynamic I see going on in this ad is a subtle form of racism. Notice how light the skin tones are on the two women. One is Black, but not too Black. Even the guy's arm around her is much darker. The other is Asian, but not too Asian. Both have straight hair, which is not typically natural on black women. I believe this image represents the most prevalent form of racism the mass media uses. It wants

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to sell products to people of color, but it does not want them to be shown for who they are. People of color are placed in advertising in ways that make them look and act white.

[Show Next Slide.]

7. Virginia Slims

These Virginia Slims ads demonstrate this point. Both ads use the theme that smoking makes women sexually powerful. In the ad on the left, the women's power of attraction is enhanced because she smokes. In the ad on the right, the women are sexually powerful because they get to check out a guy's butt while they smoke.

Yet in both ads, look at the skin tones and hair styles of the women shown. Clearly they are Black women, but as in the Kool ad, they are not too Black. I make this point so that you'll understand that even when culturally specific audiences are targeted, the rules tobacco companies use are quite similar--play the sex card and try not to offend white customers.

[Show Next Slide.]

8. Kool 2

In this ad we see a Latina woman inserted into the formula. She's shown being sexually attracted to the cigarettes held in front of her. Her legs are rubbing together as she strokes her calf. And, of course, he doesn't look too Latin.

[Show Next Slide.]

9. Menthol

And just to make sure that white women don't feel that they aren't sexually exotic too, this Camel ad shows that if you smoke menthols, you can have women with blue stuff all over their bodies lick ice cubes. According to the ad, it's "What You're Looking For." Huummm, Blue Stuff!

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We've seen how most tobacco advertising uses sexual images to create a powerful fantasy in the mind of potential smokers. Let's now look at how tobacco industry marketing specifically targets college students.

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10.Entry-Level

This slide show quotes from two tobacco industry documents that were released as a result of the lawsuits the tobacco companies settled over their marketing programs to children. The top one is from Philip Morris (that's Marlboro). It reads: "[Our] bar program would compete with Camel for 'entry-level' smokers." It's dated 1994, which means that Marlboro had it's plans in place for a decade to get "entry level" smokers. In case you haven't figured it out yet, "entry level" is a code word that means "you"--college students who haven't started smoking yet.

The second quote, from RJ Reynolds (that's Camel) explains how the tobacco companies want to go after you using bar promotions. "In general, this showcase nightclub audience targets perfectly new and current users at a time when brand loyalty is being tested and established."

The marketing executive that wrote this quote understands that it's normal for students who are new to college life to try on different identities and mingle with different peer groups, until they find what is most comfortable for them. As the quote says, it's a time when loyalty is being tested and established. What they're hoping is that you will give smoking a test, so that before you know it, an addiction will be established.

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11.Feedback

To make their plan work, tobacco companies try to approach you like you're unique and sophisticated, so it appears that the choices you make are solely your own, not influenced at all by their advertising. To seduce you in this way, tobacco companies need to collect personal data about you. That's how they can position a tobacco addiction as a personal lifestyle choice. This slide shows one of the many ways they collect data on you. Here you get a "free" camera when you buy two packs of

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cigarettes, then you can get another pack "free" if you call their feedback number or fill out a survey on the web.

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12.CML

Here is a cover from CML magazine. It really is C-A-M-E-L magazine. Once you're in their data base, the tobacco companies will start to recruit you with magazines like this. On the surface, it appears to be ordinary--just some hip people living exotic lifestyles on the side. This normal appearance is intentional, since it's important to that the magazine fly under the radar of people concerned about smoking. You know, people like your parents. A survey done in the state of New Jersey in 2,000 found that 11% of eighth grade students, and 18% of 12th grade students had received a mailing from a tobacco company that was addressed to that student. Here in college, the tobacco companies don't really need to be as sneaky since you're old enough to smoke, but the saying in the industry goes, if we can get college students smoking, the high schoolers will come along for free!

Now let's open this magazine and see the ad that was inside its front cover.

[Show Next Slide.]

13.Seven Pleasures

Here the exotic quickly becomes the erotic. A silhouette of a belly dancer is shown against a line of penises--I mean minarets. This ad invites to call Camel to get invited to one of their 700 parties in 70 cities, where 700 trips to Las Vegas will be given away. The parties are themed around what Camel calls the "7 Pleasures of the Casbah." These pleasures are called things like "Feast, Elixirs, and Carnivals." All you have to do to be welcomed into this magical world of smoking, sex and pleasure is call the number on the ad. Of course, calling that number puts you in Camel's database.

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14. Camel Crew

Calling the number in the Camel ad gets to a ticket to one of their parties. This industry document explains how Camel attempts to make their parties attractive to the bars that will be hosting them.

“Using our Camel Club Crew, we will approach clubs with promotional opportunities that will not only be cool and exciting, but also cost saving . . . Being a Camel Club will make the venue eligible for valuable goods and services, both tangible and intangible.”

[Show Next Slide.]

15. Ticket

Here is one of the shiny gold tickets Camel sends out when you've called and placed yourself in their database.

[Show Next Slide.]

16. Kit

This industry document lists some of the promotional items given to the bars that you'll see when you go to the party. There are things like:

- Cork lined bar trays
- Bar towels
- Simulated neon-lit write-on boards

And let's not forget:

- Ash Trays

[Show Next Slide.]

17. Party Favors

This slide shows the gifts you'll get for going. There's chocolates, thumb symbols, a lighter, a cigarette holder, and of course, cigarettes.

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Have you started to notice how expensive it is to have 700 promotional parties like this? Each one giving away a trip to Las Vegas as a prize--that costs a pretty penny. If you figure out the economics of a tobacco addiction, you'll understand why cigarette companies are willing to spend so much to recruit new customers.

One out of every three smokers smoke until they die. That means for every three people a tobacco company can addict to cigarettes, one of them will be a life long customer--or should I say a death long customer, since smoking is what often kills a smoker. The other two smokers don't get off the hook very easily either. It takes the average smoker 11 quit attempts over an 8 year period to successfully stop smoking. This means that only one out of every three cigarette users a tobacco company can addict while in college, will be buying cigarettes for at least 30-40 years. The other two, will average 8 years of purchases after they decide they want to quit.

It costs about 25 cents to make pack of cigarettes. If you allow another couple of dollars a pack for taxes and marketing, tobacco companies still walk away with a dollar or two profit on every pack of cigarettes they sell. You do the math--a pack or two a day per smoker times a couple of bucks profit for the next 8-40 years--do you see how tobacco companies can afford to spend so much on promotions such as these exotic parties?

[Show Next Slide.]

18.Clones

Now this part of their party marketing program is really creepy. Tobacco companies hire people to discreetly mingle with you and pretend to be your friend so they can collect more information for their databases.

“In order to monitor our success and evaluate strategies, market research will be a valuable tool. To maintain consistency with underlying discreet feel of the Camel Club Program, it is essential that market research is completed in non obtrusive fashion. In nightclubs, it is very common for an individual hired by the club to mingle with patrons, while obtaining names and information for the club’s mailing list data base.”

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You should know that the clones tobacco companies hire to befriend you aren't just limited to their nightclub parties. They're on every major college campus. Some times their role is subtle, they're just paid to smoke in public places to give the appearance that lots of people are smoking and to give companies ammunition to protest colleges that limit smoking areas. On other campuses, the tobacco company's undercover clones are hired to actually befriend people and recruit smokers. So the next time some good looking person you don't know offers you a cigarette, pause for a moment and ask yourself what's really going on.

[Show next title screen.]

Now let's look at how other brands of cigarettes use the undercover party scheme to recruit college aged smokers.

[Show Next Slide.]

19.Unlimited

This is an ad from the Marlboro magazine called "Unlimited." What you see here is the free CD that came with one issue, "Compliments of your friends at Marlboro." Music promotions, often featuring hot artists are one of the more common ways tobacco tie in their marketing with club and bar programs.

[Show Next Slide.]

20.Ranch Party

Here's an ad for Marlboro's club parties. They use the "Ranch" theme, to try to position themselves as manly.

[Show Next Slide.]

21.Chili

And to bring women on board, this series of Marlboro parties features a chili cooking contest, where Marlboro brings the parties to your place, instead of bringing you to their club venues.

[Show Next Slide.]

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22. Real Man

Unlike Camel which tries to position itself as cool and sexy, Marlboro and Winston are two brands that focus their lifestyle marketing on manly, macho themes. They want potential customers to believe that smoking improves the self-esteem of men by making them more attractive to women. This ad features a beautiful woman saying: "Until I find a real man, I'll settle for a real smoke. No additives, No bull." The message is that smoking substitutes for manliness. That somehow, men would be less wimpy if they smoked.

Stop for a moment to think about this ad. The woman in it is very attractive. Why is it that she can't find a real man?

Most people say that it's because she smokes. There's some truth to this, as nearly everyone, smokers included, prefer dating a non-smoker. But let's not just blame her for her inability to find a real man. Let's look at the part men play in the smoking/relationship equation.

For example, if you are a guy who smokes, you're twice as likely to be . . .

[Show next slide and play movie.]

23. California Anti Ad.

Yes that's right. If you a man who smokes, you are twice as likely to have sex organs that do not work.

[Show Next Slide.]

24. Impotence

One thing that amuses me when I present the fact that men who smoke are twice as likely to be impotent, is the reaction I often get from male smokers. Many tell me they'll use viagra rather than quit. I can't help but think that this is drug addict logic, because what they're saying in effect is: "I'll use another drug to solve the problem caused by the first drug I'm using."

The problem with this type of reasoning is that the biggest counter indication for using viagra is heart disease. "Counter indication" is a term drug marketers use

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because they don't like saying viagra can kill you if you have heart trouble. Now guess what the number one trigger of heart attacks is? That's right, smoking. In Helena, Montana, the only hospital in town reported that the number of heart attacks dropped by 50% in the six months after the town went smoke free compared to the six months before.

[Show Next Slide.]

25.Real Man 2

So the reason why this women can't find a real man is that they're smoking.

The ad then goes on to say that Winston has no additives. No Bull.
Do you think that's a true statement?

[Show Next Slide.]

26.Additives

The Federal Trade Commission took Winston to court over this claim. Under sworn testimony, the people at Winston say that because that a trace amount of ammonia occurs naturally in a tobacco plant, they're not adding anything when they put more ammonia in their cigarettes.

You see, ammonia is used to regulate how much nicotine a person takes in when he or she inhales. Your lungs will absorb between ten and one hundred times the amount of nicotine when ammonia is present. Regulating nicotine doses that a cigarette delivers is critical to keeping smokers addicted. Too little and people can quit easily. Too much and the smoker instantly drops dead.

Now instead of stopping Winston from telling lies about having no additives, the FTC simply slapped Winston on the wrist. Their punishment was that they had to include a second disclaimer in their ads. You can see it on the bottom right of the screen: "No additives in our tobacco does not mean a safer cigarette."

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27. American Spirit

R. J. Reynolds, the company that makes Winston, just bought American Spirit tobacco--a Santa Fe company run by white people who robbed from native American religious ceremonies so that it could claim they made "natural" cigarettes.

This American Spirit ad promises to send you a free carton of cigarettes if you call in and give them information for their database. More recent ads now include the same warning found in the last Winston ad I showed you: "No additives in our tobacco does not mean a safer cigarette." What do you think this tells you about their supposedly "natural" cigarettes? Do you think they don't add ammonia to American Spirit cigarettes?

[Show Next Slide.]

28. Heads Up

This is a real Winston ad. Given what we know about how R. J. Reynolds lies about additives in their cigarettes, whose head do you really think is in the dark?

[Show Next Slide.]

29. Target

This slide shows how much tobacco companies spend each day on advertising--\$26 Million a day. Most of it goes to targeting young people like yourselves.

I'd like to introduce you to a man named David Goerlitz. He was a model for Winston cigarettes. Now unlike the Marlboro man who died from smoking, the Winston man only had a stroke. After his stroke, Goerlitz stopped working for Winston and now goes around telling people the truth about cigarette advertising.

I apologize that the audience he's address in this video is grade school students, but I'd like you to listen to it anyway. You might be as surprised as I was to hear what he has to say.

[Show Next Slide and Play Movie.]

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30. Winston Man

The part that amazed me was when he asked his bosses why they didn't smoke. They told him that they don't smoke the stuff, they sell it. They said: "We reserve the right to smoke for the young, the poor, the black, and the stupid."

We've always known that tobacco companies were racist. They made their fortunes off the backs of slaves, and have since taken to marketing special cigarettes to blacks, such as Kools with its menthol or X, which ripped off the name of Malcom X to sell the smoking addiction specifically to blacks.

But beyond being racist, do you get a feel for the contempt tobacco companies have for the people they market their products to? They know it's addictive, and spiked the nicotine levels using ammonia to make it even more so. Then they call you stupid if you get hooked.

[Show next title screen.]

With man, tobacco companies position smoking as being macho, making you a real man. With women, the appeal is based on body image, exploiting the cultural fear name woman have that they weight too much.

[Show Next Slide.]

31. Flair

This magazine is the produced by Brown and Williamson, which is America's 3rd largest tobacco company. Their target audience is women. This is Flair's special "Beauty Issue." Telling women about "secrets to great skin" and "essentials to a flawless face." Everyone knows that smoking causes wrinkles. That's why it's so important for tobacco companies to tell women about skin care. They're going to need it if they smoke.

[Show Next Slide.]

32. Glamour

Because the money tobacco companies send on advertising commands such a large amount of editorial clout, even women's magazines that are not published by

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the tobacco companies nearly always lie about the health and beauty consequences of smoking. In this issue of Glamour, the bold red letters tell us: "Health Alert, 10 mistakes even smart women make." The leading cause of preventable death for women is lung cancer caused by cigarette smoking. Lung cancer passed breast cancer as the biggest killer of women several years ago. This issue of Glamour has ten chances to tell women that the stupidest thing they can do for their health is smoke. Yet in all ten tidbits of advice, smoking is never mentioned. Any guesses why?

[Show Next Slide.]

33. Joe

Joe Camel and five other cigarette ads appeared in this issue of Glamour. At the time it was published, back in 1996, it cost \$97,840 to run a full page, full color ad in Glamour. This issue had 6 cigarette ads--over a half a million dollars in revenue from tobacco advertising. Is it any wonder Glamour lies to its readers about the health risks of smoking?

[Show Next Slide.]

34. Slimness

Women's magazines actively work to promote low self-esteem in women, hoping that their readers will feel fat and ugly when they compare themselves to the images shown in the photographs and advertisements. These Virginia Slims ads attack women in just this manner.

The ad on the left says, "If you don't express yourself, who will?" Doesn't it really mean, if you don't addict yourself, who will? Check out the model they show. She's got the mandatory skinny body. She's wearing a funky dress. She has bracelets. She's barefoot. She's on the beach. She's holding a drum. Does she need a cigarette in her hand to "express herself?"

Now ask yourself, why is this cigarette called "Slims?" Of course, the implication is that smoking it makes you slim. It's the fear of fat appeal all rolled up into the cigarette's brand name--put on display in ads featuring lots of skinny women.

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Do you think it's true, that smoking helps you lose weight? The University of Minnesota conducted a study to test this theory. They found that for women under the age of 30, there is absolutely no weight loss from smoking. None. Zero. But you don't need a scientific study to prove this to you. Use your eyes. You've all seen overweight people smoking. So it doesn't work, does it? If smoking made you lose weight, then all the smokers would be skinny. They're not, are they?

No one every admits it until they're in their 30's, but in addition to weight loss and fitting in, many smokers say they started smoking because they wanted to look older. Now that you're in college, do you still want to look older? You can by smoking. Cigarettes cause your skin to wrinkle. You've seen how horribly smokers age. Do you think people my age want to look older?

Both these ads also show models with very pretty faces--perfect skin, no wrinkles. Do you think that if a woman smokes, her face will look like the model's face in the ad on the right, or do you think it will look more like the face of the bulldog she's holding?

Maybe it would be more honest to call their cigarette Virginia Wrinkles instead of Virginia Slims?

[Show Next Slide.]

35.McCalls

This issue of McCalls has Heather Locklear on the cover, along with a feature article about skin cancer. On the back cover, it has an ad that tells us: "Virginia Slims, It's a woman's thing."

You smoke, you die, "It's a woman thing."

What if find really offensive about this ad is the text next to the model's head, supposedly letting us know what women are thinking. It says: "When we're wearing a swimsuit, there's no such thing as constructive criticism."

At the same time that Virginia Slims tells you that no one can say anything helpful to you when you're in a swimsuit, they show you yet another ad of an impossibly

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beautiful model. I say impossibly beautiful because models routinely have their clothes, body, and photos altered for magazines. The intent here is to get you to compare yourself to the model, and feel bad about yourself--to believe it's true that no one can say anything nice when your body is revealed in a swimsuit. Tobacco companies know that women with low self-esteem, who worry and hate their bodies, are more likely to become addicted to cigarettes. After all, TV, movies, and magazines all teach women that smoking is glamorous. That smoking helps women lose weight. That smoking is a way to make friends. I hope that after hearing this talk, you'll understand just how big a set of lies you've been told.

[Show Next Title Screen]

Joe Abhold is the health director at the University of Wisconsin--Oskosh. He surveyed almost the entire student body for several years to figure out what is really true about smoking on campus. He came up with some surprising, but obvious information.

[Show Next Slide.]

36. You Know You Want To

Joe called his project, "You Know You Want To," because he was able to determine what students really wanted.

[Show Next Slide.]

37. Breathe Free

More than anything else, the students at Oskosh wanted to Breathe Free.

96% of those who smoked wanted to quit before graduating.

92% believed that second hand smoke is harmful.

Students want to Breathe Free.

[Show Next Slide.]

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38. Be Strong

Students also want to be strong. Seventy-one percent of Oskosh students believed that smoking is not a good way to keep your weight down. Seven out of ten college students already see through the lie that smoking makes you lose weight.

[Show Next Slide.]

39. Be Kissed

Students also want to be kissed. All other things being equal, ninety-one percent of Oskosh students said they would prefer to kiss a non-smoker. You know you want to enjoy a kiss, not be repulsed by the rancid taste of nicotine when you're being intimate.

[Show Next Slide.]

40. Get a Job

You know you want to get a job. In 1996, the U.S. Supreme Court ruled that an employer does not have to hire you if you have smoked during the previous year. That's right, it's legal for employers to discriminate against smokers. The ruling acknowledges that smokers miss more days of work because of health problems, and cost employers more for health insurance. So if you're in college to improve your chances of getting a good job, you may want to consider how much smoking really costs you.

[Show Next Slide.]

41. Get 'Em Off

If you're a smoker, you know you want to get 'em off your back. Eighty-four percent of Oskosh students believe that tobacco companies try to manipulate them. And every smoker knows what it's like to feel like a social outcast for smoking.

[Show Next Slide.]

41. Come In

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That's why you want to come in from the cold. Eighty-nine percent of the students at Oskosh would help a friend quit smoking. You're at a time and place in your life where you may never have the support you have now. You have your friends. You have a campus health center.

[Show Next Slide.]

42. Doggon It

Doggon it, if you're going to quit, this is the time to do it. The majority of students on every single college campus in America do not smoke. This poster from the University of Missouri is only one of hundreds of examples. I like it because the dog is cute. But the message is the same on every campus. Most students don't smoke. If you're going to quit, you have one of the best chances you're ever going to have right now. Talk to the folks at the health center, between their resources and your friends, you can do it.

[Show Next Slide.]

43. See The Truth

You know, you already see the truth. You know the tricks tobacco companies use to market cigarettes, and you know the lies our media is paid to tell about how glamorous, sexy, and macho smoking is. I've shown you a lot of posters from Wisconsin--Oskosh because I believe in their slogan. You know you want to. You know what the truth is.

Thank you.