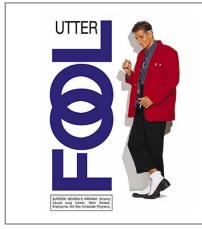
Smoking and Music



Deconstructing
Cigarette Ads in a
Counter Advertising
Workshop
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Frank Baker,
media educator



SMOKING AND MUSIC

Another way in which BIG TOBACCO reaches its target audience is through

the sponsorship of music concerts.

Through ads, such as the two below, and their involvement in the sponsorship of the concert series, they guarantee a large audience will see AND hear their names. (Notice also that this jazz festival features mostly black performers, and that it will certainly attract a largely black audience; note also that the KOOL and SALEM brands target young African Americans)

Read more: <u>Tobacco Industry's Targeting of Youth, Minorities</u> and Women

Ad below from Sept.30 2004 of Columbia (SC) Free Times weekly newspaper



