



# Smoking and Music

	<p>Deconstructing Cigarette Ads in a Counter Advertising Workshop ©2004 Frank Baker, media educator</p>	
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## 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 K00L and SALEM brands target young African Americans)

Read more: [Tobacco Industry's Targeting of Youth, Minorities and Women](#)

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

# THE KOOL 20 JAZZ FESTIVAL

A PROGRESSION OF BEATS BY

ATLANTA OCT. 18-30

**THE ROOTS COMMON**  
OCTOBER 18, 7PM  
EARTHLINK LIVE

**DE LA SOUL SLUM VILLAGE**  
OCTOBER 19, 7PM  
EARTHLINK LIVE

**RUBEN STUDDARD**  
RHIAN BENSON  
OCTOBER 20, 7PM  
EARTHLINK LIVE

**CALVIN RICHARDSON JAVIER**  
OCTOBER 24, 7PM  
EARTHLINK LIVE

**ERYKKA BADU TWISTA**  
NINA SKY  
OCTOBER 25, 7PM  
DEKALB CIVIC

**JILL SCOTT FLOETRY**  
OCTOBER 26, 7PM  
DEKALB CIVIC

**MONICA KEVIN EYTTLE**  
OCTOBER 25, 7PM  
EARTHLINK LIVE

**JURASSIC 5 AMEL LARRIEUX**  
OCTOBER 26, 7PM  
EARTHLINK LIVE

**ARRESTED DEVELOPMENT CALI-COMM**  
OCTOBER 27, 7PM  
EARTHLINK LIVE

**GEORGE CLINTON LYFE**  
OCTOBER 28, 7PM  
EARTHLINK LIVE

**CHAKA KHAN KINDRED**  
OCTOBER 29, 7PM  
DEKALB CIVIC

**LAURYN HILL MUSIQ**  
OCTOBER 30, 7PM  
DEKALB CIVIC

call 877.259.JAZZ  
for more info.

BLU RHYTHMS TO NU RHYMES

AN ASSOCIATION WITH  
**BLENDER**  
MAGAZINE

**ticketmaster**

100's, 17 mg. "tar", 1.4 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit [www.bwtarnic.com](http://www.bwtarnic.com)

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

Events restricted to adults  
18 and older. ID required.  
Talent, locations and  
details subject to change.

SALEM

2003

STIR THE SENSES  
TOUR

3 DIFFERENT PARTIES  
DIFFERENT VIBES

INTRIGUE  
COMING MAY 2003 featuring  
DJ Clue

MYSTERY  
COMING AUGUST 2003 featuring  
King Britt

SPLENDOR  
COMING OCTOBER / NOVEMBER 2003  
featuring  
Dieselboy

CALL FOR DETAILS  
1.877.315.6218

CALLS RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

BALTIMORE • PHILADELPHIA • NYC • PITTSBURGH • CLEVELAND • DETROIT  
CHICAGO • INDIANAPOLIS • CINCINNATI • ST. LOUIS • MEMPHIS  
NEW ORLEANS • ORLANDO • MIAMI • ATLANTA

RESTRICTED TO PATRONS 21 YEARS OF AGE OR OLDER.

REGULAR FULL FLAVOR: 18 mg "tar", 1.3 mg. nicotine av. per cigarette by FTC method. For more product information, visit [www.rjrt.com](http://www.rjrt.com).

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.