

BILLBORED

THE UN-OFFICIAL NEWSLETTER OF B.U.G.A. U.P.
BILLBOARD UTILISING GRAFFITISTS AGAINST
UNHEALTHY PROMOTIONS

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B.U.G.A. U.P. COMES OUT OF THE CLOSET

On the morning of Saturday, 1st October B.U.G.A. U.P. held its first public ceremonial billboard refacing.

A crowd of 150 gathered at Moore Park Road near the Sydney Cricket Ground to hear recently convicted surgeon Dr Chesterfield-Evans speak about his rather colourful career in preventative medicine.

SYMBOLIC ACT

He had organised the public refacing as a symbolic act of support for his Western Australian colleagues who were fighting to have a ban on cigarette advertising enacted by Parliament. A few days before the event, he had sent personal invitations to all those responsible for the particular billboard to be sacrificed. The quest list included the ad agency who designed the poster, the billboard company who own the site, the tobacco company concerned, and the presidents of both the Outdoor Advertising Association and the Australian Association of National Advertisers for good measure.

Although all were invited to speak in defence of their professions, none took up the offer, although at least three separate groups of "spies" were spotted lurking in the back of vans across the road, filming with telephoto lenses and shotgun mics.

MEDICO TURNS CRIMINAL

Dr Chesterfield-Evans told the placard-waving crowd how he had come to subscribe to the B.U.G.A. U.P. concept.

"After six years of surgery, I could accept that people suffer and die, but I had real trouble coming to terms with the fact that cigarette diseases were the result of a cold-blooded and systematic campaign of deception waged by monied interests against less informed consumers." he said.

He explained how the widow of a patient who had died of a smoking-related disease had asked him why it had happened. He told her: "It's just one of those things that happens".

This was a turning point in his medical career. I thought for a moment about what I had said. I was forced to admit that I had become another apologist for the tobacco industry. He died because he had smoked, and by not admitting it, I was part of the conspiracy of silence upon which the tobacco industry relies.

"That night, I went to the movies. I fought my way through all the fourteen year olds smoking in the foyer and found a seat inside. The lights dimmed, and in rode the marlboro man. The whole cycle became clear, and I said "This has got to stop, if I have to stop it myself".

"Like so many naive campaigners who have gone before me, I then entered my letter-writing phase. I joined the Non-smokers' Movement, and co-ordinated a campaign in which we wrote about 400 letters to politicians. Faced with the pathetic response rate and the fatuous nonsense of those who did reply, I recognised that the B.U.G.A. U.P. people had achieved more in three years than everyone else put together over thirty years. So then it became a question of whether I



BEFORE



DURING



AFTER

was going to sit back and earn fifty thousand dollars a year from end-stage pathology of the victims, or get out and help those who were getting to the root of the problem. So I would take my spray cans with me and do a few boards on my way home from work. Eventually "one of those things that happens" happened to me, and I was caught red-handed. Looking back on it now, I think that I did more in those two minutes for the health of Australia than in my whole medical career."

He concluded his speech with the suggestion that we all "... look to our own consciences and decide whether a doctor who steps outside his conventional role by putting prevention ahead of cure is a criminal or not."

LIGHTS, CAMERA ACTION

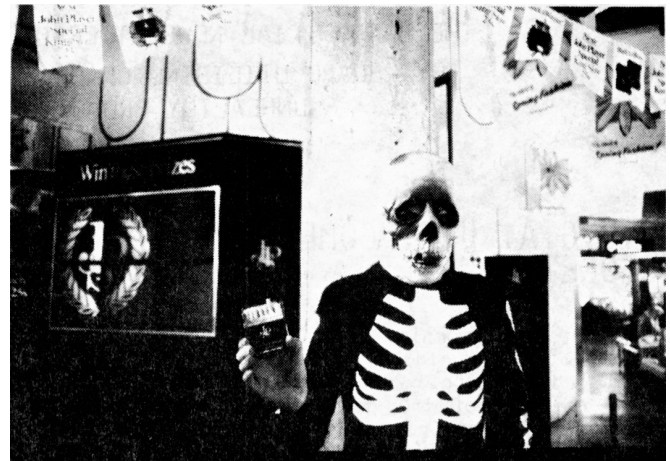
News cameras whirled and the crowd cheered as Dr Chesterfield-Evans climbed a ladder and rattled his spray-can, ready to strike the first blow. While he wrote the words "Legal drug pushers- the real criminals" on the poster, dozens of others uncapped their cans and joined in. A few minutes later not one inch of the billboard had been left untouched, and the resulting work of art was universally acclaimed to be far superior to the original.

Unfortunately, the legal briefing which the participants had been given by B.U.G.A. U.P. veterans was wasted effort as there were no arrests. Several police cars cruised by, and although the officers therein stared in amazement, they had obviously been instructed not to, get involved.

Tobacco industry instructions had apparently gone out to the media as well. Although reporters from radio, TV and the press, were present, all except the Channel 9/28 news was suppressed.

The tobacco and advertising industries' tactic of ignoring B.U.G.A. U.P.'s latest challenge is, an indication of the industries' lack of faith in their own cause, and confirmation that they know that the public sympathy lies with B.U.G.A. U.P.

B.U.G.A. U.P.'S BLACK DEATH MEETS JOHN-PLAYER'S SLAYERS: POLICE BAFFLED AGAIN



The sixth of October was just another day in the life of a drug pusher for the employees of W.D. & H.O. Wills running a promotion at Sydney's Centrepont Shopping Plaza. The launch of their new brand, John Player Special, was based on the theme of the black packet with gold logo. A black car was on display, one of the prizes offered in their competition. Several women dressed appropriately in black wandered amongst the shoppers, handing out free cigarettes.

And then the B.U.G.A. U.P. contingent arrived. Leading the protest was a man dressed in a skeleton costume, complete with skull mask, with J.P.S. pack in one hand, cigarette clenched between the teeth, and a re-faced J.P.S. flag in the other hand. The ad once read "Black Row". It now read "Black Death. The skeleton looked perfectly at home posing next to the J.P.S. women-in-black. The rest of the protestors, wearing re-faced "Black a Lung" T-shirts, chatted with bemused members of the public, and handed out leaflets condemning cigarette promotion.

The promoters decided they would play it cool. Their last encounter with B.U.G.A. U.P. at Centrepont had ended in the police dragging off an elderly man; not good for their image. This time they had been instructed to ignore B.U.G.A. U.P., but when one of the protestors ceremoniously ashed a cigarette on their beloved car, they could stand no more. They called the police, who did their best to interrogate the skeleton.

The conversation went something like this:

Police: What are you doing?

Skeleton: Helping with this cigarette promotion. Want a smoke?

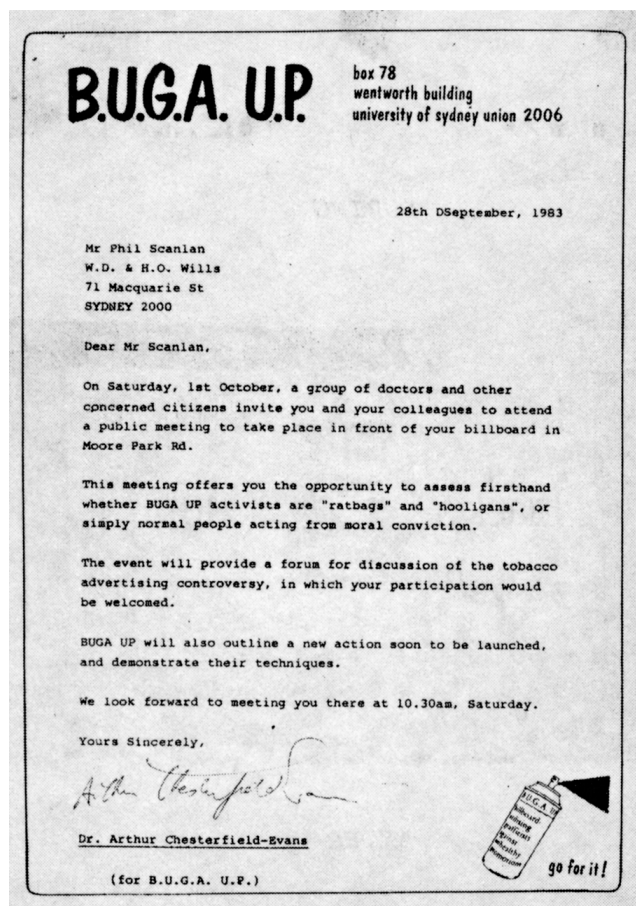
Police: No thanks. We have information that someone ashed a cigarette in this car.

Skeleton: It wasn't me. I definitely don't smoke. Anyway, what if someone did?

Police: That action constitutes malicious injury.

Skeleton: Well if it's malicious injury you want, there's your man. (points to J.P.S. promotion man) I've seen him maliciously injure several people today, by giving them cigarettes. I want him arrested immediately.

At this stage the police, obviously amused, gave up and left, daunted by the knowledge that B.U.G.A. U.P. would be only too pleased to defend a charge of "malicious injury by cigarette ash" in court. There is a limit to how silly the police are prepared to make themselves look, just to defend drug pushers.



Open invitation to Mr Phil Scanlan of W.D & H.O Wills to attend the public re-facing of a tobacco advertising billboard..

W.A. AD-BAN DEFEATED

PREMIER WARNS OF CONSTITUTIONAL CRISIS

The battle to ban cigarette advertising in Western Australia has ended in a narrow victory for the drug pushers. It was defeated in the Opposition-dominated Legislative Council by a vote of 17-15.

The Premier, Mr Burke, was outraged that the tobacco lobby had prevailed against the will of the clear majority of the States electors. He said that the 17 members opposed to the Bill represented only 40.9% of the State's electors, while the 15 in favour represented 53.1%. This gerrymander had led to the elected government being unable to enact legislation, and the bill's rejection had demonstrated the undemocratic nature of the Legislative Council. He intends to re-introduce the Bill and if necessary force a constitutional crisis which could lead to parliamentary and electoral reform.

PRESS CONSPIRACY

The proposed Bill created the most violent conflict between the tobacco lobby and government ever experienced in Australia.

The Tobacco Institute spent \$300,000 on an advertising campaign on the theme of "Your freedom of speech is under threat". Full page print ads told how the proposed ban was a sinister attack on freedom of speech; that by banning cigarette advertising the government was denying the public access to vital information. (They never explained exactly what information there is in cigarette ads... except that smoking is a health hazard.) The argument was even extended to instil the fear that this was merely the first step in a programme whereby the government would rob us of our right to choose our own lifestyle.

This campaign would have been laughed off by all thinking people, except for the complicity of the press. Faced with the threat of losing advertising revenue, the media came to the aid of the tobacco and advertising industries with a systematic and, sustained campaign of misinformation. Literally hundreds of articles and editorials drummed into readers' heads the message that the cigarette ad ban was an attack on all that we hold dear.

The press pursued two main lines. First, they tried to confuse issues so that the tobacco industry's claims would seem more reasonable. They did this by careful choice of words, taking every opportunity to refer to the Bill as the Tobacco Bill or Anti-Smoking Bill. Having established that context, they would then launch into condemnation of interference with freedom of choice, in such a way as to mislead the reader into thinking that the bill would in some way infringe their rights. The editorial of the Daily Telegraph of Sept 30th is a prime example:

"... all too often Governments feel obliged to go one step further and insist on controlling what people can or cannot do... health ministers will be empowered to ban interstate-printed newspapers and magazines... they would also make it an offence, in some circumstances, to offer a person a cigarette in public ... the Government is imposing its will on the people ... they are suggesting that citizens cannot make up their own minds ..."

The second line of paranoia-promoting hysteria pursued by the press was the "thin end of the wedge" argument. The editorial of the West Australian of October 15th says it all:

"At stake is something no less important than freedom of speech. If legislators can ban promotion of something lawfully grown, manufactured, sold and consumed, what else might they censor?"

Of course the government was hoping to interfere with some people's rights; but only the right of drug pushers to lure

children into becoming addicts. Surely it is every government's responsibility to infringe such rights.

FIERY SCENES

With a full scale media battle in progress, it was hardly surprising that the ad-ban issue was the cause of much passionate debate throughout the Western Australian community. Predictably, the only people against the ban were those with vested interests in the tobacco, advertising or media industries. Unfortunately, these were also the wealthiest parties. In the early days of the debate, the government was confident of having the majority when the "conscience" vote was held. As lobbying progressed, the tobacco industry gradually tipped the scales in their own favour.

At one point, the opposition M.P. who first introduced the Bill, Dr Dadour, accused a fellow Liberal of accepting a bribe from the tobacco industry. Dr Dadour was suspended from the Liberal Party pending a retraction of the claim. He responded by resigning from the party and is now sitting as an Independent.


NO ALTERNATIVE

The defeat of the Bill for the second time has once again illustrated the awesome manipulative power of the tobacco lobby. Years of cultivation of influential allies in every sphere from the football field to Parliament House are now paying off.

For the time being, there is clearly no alternative but to take to the streets with spray cans and confront the enemy on their own battle ground.

THE WEST AUSTRALIAN FRIDAY OCTOBER 14 1983 45

HE'S NEVER SEEN A CIGARETTE ADVERTISEMENT, SO HOW COME HE SMOKES?



In Russia, where cigarette advertising hasn't been allowed for over sixty years, millions of Russians choose to smoke. What makes them start? Quite obviously it isn't advertising. But right now, the anti-advertising lobbyists are making a lot of noise arguing that cigarette advertising makes non-smokers start smoking. Clearly, countries like Russia and many others prove this theory is rubbish. The anti-advertising lobbyists also say that by banning tobacco advertising in Australia, it'll stop people from smoking. Again, facts from overseas prove this argument isn't true either. In countries like Norway, where cigarette advertising was banned in 1975, there was no effect at all on trends in smoking. And in places like Italy and Singapore, cigarette consumption continues to rise, even though cigarette advertising was banned years ago.

The anti-advertising lobby even argues that if advertising wasn't successful in persuading people to smoke, tobacco companies wouldn't waste money advertising their brands. Wrong again. Over the last few years, cigarette advertising in Australia has increased substantially as tobacco companies have fought for market share. But the number of smokers hasn't increased at all. Banning advertising won't stop people smoking. You would have to ban the sale of cigarettes altogether to do that. But the anti-advertising lobby think differently. Don't let their opinion overthrow our freedom of choice, and basic commonsense. Do something about it now. Write to your local MP and say what you think. Remember, it's not just cigarette advertising that's in question, it's your freedom of choice.

Authorised by John Doherty, Tobacco Institute, Goldfields House, Sydney.

CIGARETTE ADVERTISING DOESN'T MAKE SMOKERS.

One of the tobacco industry ads from W.A. Communists and Cancer rolled into one.

THE ROTHMANS CONNECTION (PART 5)

Recent illustrations of the Labor government's commitment to improving workers' health included the presentation of the rothmans medal by Premier Neville Wran and presentation of the winfield cup by Prime Minister Bob Hawke.

Presenting the cup on television, Mr Hawke said: "Congratulations to winfield for organising that magnificent opening to the game and to everyone who was involved in it. It made you proud to be an Australian."

Strange how rothmans has chosen Hawke to promote the ocker throat blocker. The same company used a previous more "up-market" Prime Minister to promote the dunhill show-jumping



TOBACCO COMPANIES ABANDON "LOW PROFILE"

Believe it or not, the tobacco industry has been taking a "low profile", with the result that they have been "feeling the pressures of unrepresentative minority groups". Or at least, this is the claim made by Amatil's Manager of Corporate Relations and Public Affairs (Chief Drug Pusher), Phil Scanlan.

Speaking at a meeting called by J. Waiter Thompson, Scanlan said proudly that the tobacco lobby had swung public opinion by 23% against advertising bans in Western Australia, and it had cost only \$3 million.

He said that until now, the tobacco companies had been too low-key and should "firmly assert, not merely defend, their legitimacy".

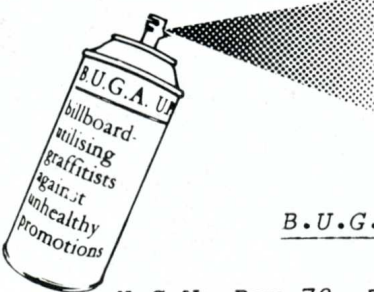
He said that the tobacco industry's long-term aim was to be allowed to advertise again on radio and television.

OUTDOOR FEARS B.U.G.A. U.P.

Fear of regulation by legislation and opposition from groups such as B.U.G.A. U.P. rated as the biggest problems facing the outdoor advertising industry, according to a recent survey by the Outdoor Advertising Association.

The companies surveyed said that government meddling through environmental planning and attempts to control advertising content also pose serious threats to the industry's viability. (The outdoor advertising industry's idea of environmental planning is putting billboards on one metal support instead of two wooden ones... ed.)

Most companies said that the OAAA should step up its lobbying activities and self-promotion campaigns.



LET'S END UNHEALTHY PROMOTIONS

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go for it!