

BILLBORED

NUMBER 1

MAY 1982

PRICE
20 cents

This is the first BUGA UP newsletter. It will be produced from time to time to bring you up to date with the latest in the battle against Unhealthy Promotions. As BUGA UP is not a group with a defined charter or constitution, the views expressed in BILLBORED will always be only those of whoever happens to write it.

DRUG PUSHERS LOSE ADS ON GOVT. PROPERTY

The Victorian Government has decided not to renew contracts for tobacco advertising on trains, trams, tramway busses and railway platforms. This follows a similar move by the South Australian Government last year.

So pull out your pens and paper and help the other states to see the absurdity of allowing drug pushing on government property.

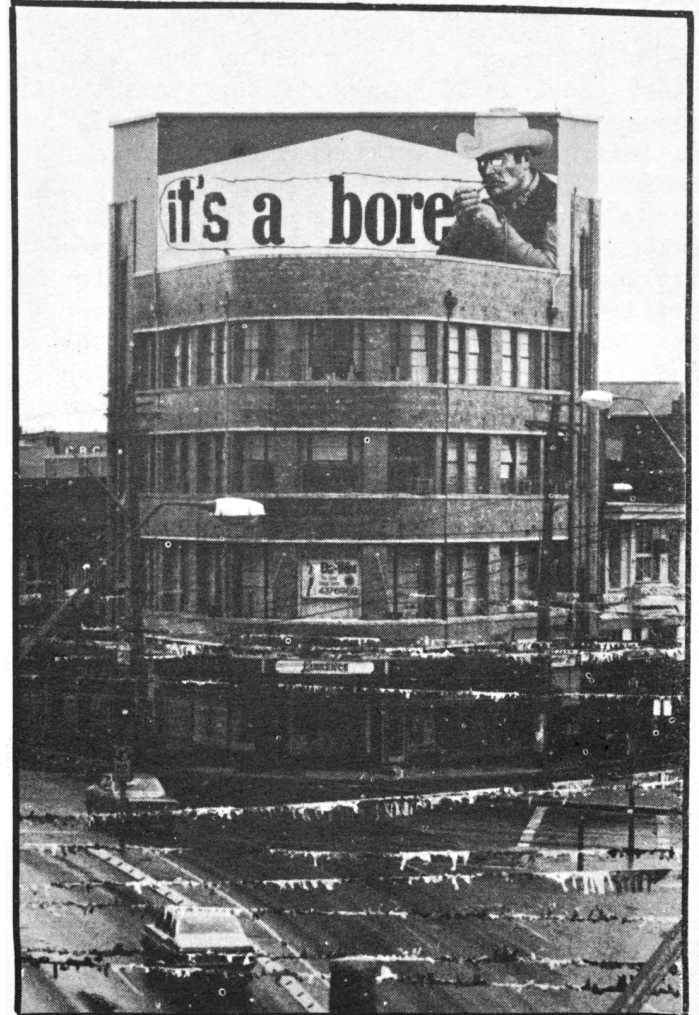
VICTORY ON SYDNEY'S PARRAMATTA ROAD

On December 16 last year, Leichhardt Council voted not to renew Australian Posters' lease on the billboard sites opposite Sydney Uni. The result- about a dozen 24-sheeters were removed from the stone wall in January this year.

The Alderman responsible for this commented that the \$15000 per -annum loss in,- revenue was money well spent, just -as if it had been spent on beautifying any other public place.

Leichhardt Council has now demonstrated that councils do have some power to restrict billboard advertising.

The Outdoor Advertising Association have not screamed too loudly in protest, as they don't want other councils to get the idea. So why not write to your local council and sow the seeds.



BUGA UP GOES INTERNATIONAL

Reports of refaced billboards have been received from several overseas countries. Modelled along BUGA UP lines, a group called COUGH UP (Citizens Organisation Using Graffiti to Halt Unhealthy Promotions) has become active this year in England.

The Bobbies have been quick to swoop - there has already been two arrests, both in Bristol, home of W.D. & H.O. Wills. BUGA UP has been asked for court transcripts and advice in preparing their defence. Due to the novelty of the phenomenon, the press has picked up the story and as a result of the publicity, COUGH UP is spreading across the U.K.

NEW TECHNOLOGY FROM MELBOURNE BRANCH

A new and improved technique of paint bombing has been perfected by Melbourne BUGs. Blowing out eggs is tedious and there is a limit to how many omelettes one can eat, but if one accepts a slight loss of biodegradability, "waterbomb balloons" can be used to great effect. These are obtainable from toyshops or balloon wholesalers for about two cents each.

The only tricky bit is filling them with paint. For small quantities a plastic squeeze bottle can be used. For mass production, use a container with air pressure to force out the paint. A cheap way to do this is to use a plastic wine cask. This can be obtained from a home bottling supply shop. Get one with a tap fitted to the bottom and a screw-on lid on top. Buy a bicycle pump with attachment used for pumping up footballs. Drill a small hole in the screw-cap of the cask and screw the thread of the attachment through from the inside. Screw the flexible hose of the pump onto the thread which now protrudes.

To operate, mix water-based paint with water (about 50-50), half fill the cask, screw on the lid, and pump up until the sides bulge. The balloons can then be filled rapidly from the tap. UP to 150 B.P.H. (balloons per hour) can be filled with practice. Be careful when stacking the balloons as the cumulative weight can cause spontaneous detonation. The best way to transport large numbers is to float them in a large container of water. Don't try oil-based paints- the balloons dissolve and make an awful mess.

FRED COLE TO APPEAR IN COURT YET AGAIN

The next scheduled BUGA UP court case in Sydney will be heard in Newtown Court (Australia St) on 22nd July. Fred was arrested while refacing a billboard on Newtown Station, leaving the job incomplete. He finished that billboard within hours of his release from gaol last year.

Come along and offer Fred (and BUGA UP) your moral support.

THE ENEMY STRIKES BACK

Things are getting exciting for the Perth branch. Unknown vandals attacked the home and car of Dr. Geoff Bower over Easter. They sprayed "NOW WHO'S BUWED" on the walls, threw stink bombs into the house, poured glue into locks, and sprayed "SABU" - Smokers Against Buga Up, on his car. Geoff had been arrested last year for adding his professional advice on smoking to a billboard. So far he doesn't know who did it, but it clearly wasn't the work of just an irate smoker.

In mid April, a science teacher and a microbiologist were arrested in Perth after police raids on their homes in which painting gear was seized. The flimsy 99 evidence 91 is paint stained clothing and spray cans.

Fred Cole, from Sydney, had visited Perth in March where he gave talks on BUGA UP and exchanged information with local activists. In Parliament, shortly after Fred's visit, the Labor whip asked the Minister for Health whether he was aware that a Re well known anti-smoking campaigner" had admitted to wilful damage of posters in the western suburbs of Perth. Several more questions followed, including "Is it a fact that his visit was sponsored by the Cancer Council of W.A. and the Australian Council on Smoking and Health?". We should be so lucky! The Minister answered that he had seen newspaper reports of Fred's billboard re-facings, but the visit was not sponsored by the bodies mentioned.

WE ARE NOT ALONE

Several Sydney railway platforms have recently been redecorated with billboard graffiti signed by a group called "Diplomats". Their work is generally of high quality and BUGA UP would be pleased to hear from anyone who can give us some background on The Diplomats.

BUGAUP activists also report that lots of billboards in their "home territory" are being refaced by unknown graffitists, an indication that the movement is alive and growing spontaneously. There's nothing more satisfying than going out on your usual "run" to find that someone has already done it for you!

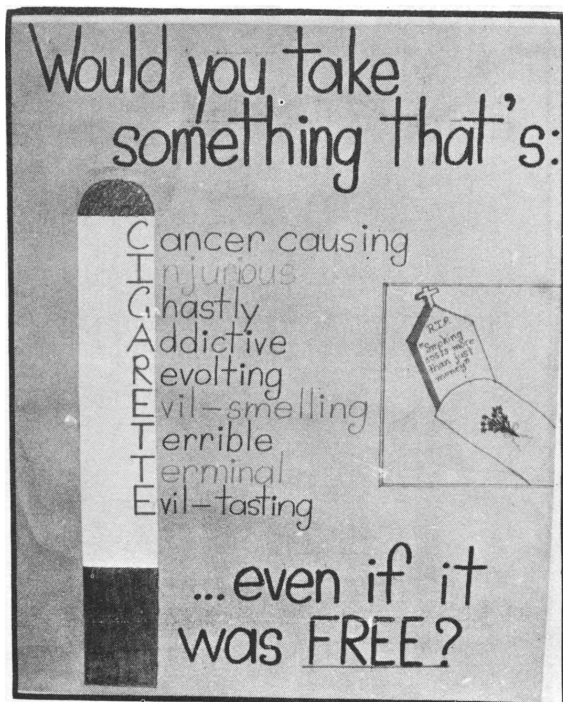
GRAFFITISTS FACE JUDGE AND JURY

MOPUP NEWS

Feb. 1982 saw the first BUGA UP case to be heard in a district court by a judge and jury. All previous trials (about 24 of them) had been heard by magistrates' courts, but as there were several similar cases pending hearing, this one was referred to the higher court. Judge Loveday was very sympathetic to the two accused graffitists. He said "As a non-smoker who has to put up with the others who smoke and from what I have read about the deleterious effects on health I have the utmost sympathy for you, or any person doing what he thinks can be done to remedy the matter".

A maximum penalty of 5 years or \$2000 is provided for the offence (Malicious Injury to a Billboard). The Outdoor Advertising Association was hoping for a severe penalty. The Crown prosecutor said "whether the Jury accepts smoking is a disgusting and filthy habit which may cause cancer is completely irrelevant". When the jury returned their verdict of "It guilty", the judge concluded by saying that "the commission of this crime was of the highest idealistic nature" and fined each defendant \$35. No damages were awarded to Philip Morris.

The case attracted lots of favourable media coverage in the Sydney daily papers.



This entry in the N.S.W. Cancer Council's poster competition is a good example of how children marvel at the power of advertising.

The Melbourne branch of MOPUP (Movement Opposed to the Promotion of Unhealthy Products) has been very active recently. Much public support and sympathetic press coverage resulted from protests at the Marlboro Tennis championships at Kooyong in January.

A 7 metre tall cigarette-blimp bearing the slogan "Come to Cancer Country" floating outside the grounds was clearly visible from the courts. Spectators were handed a leaflet explaining the motivation of MOPUP and BUGA UP, calling for a complete ban on all forms of cigarette advertising.

(Incidentally- a Sydney BUG who watched the whole tournament on T.V. counted the number of times the word Marlboro flashed on the screen- total: about \$50,0000

Newcastle MOPUP have been busy too, most noticeably by their persistent interruption of cigarette promotions in shopping malls. They also rented a billboard located between two tobacco billboards, where suitable anti-smoking messages were displayed until some unknown vandals chopped it down.

PUBLIC SUPPORT REMAINS HIGH

Support, from the public, press and judiciary, remains high as BUGA UP spreads across Australia. BUGA UP mailboxes in Sydney, Perth, Melbourne and Adelaide continue to receive letters (and cheques!) supporting the cause.

A street survey on the subject of graffiti in the Blue Mountains Echo showed that the public do differentiate between BUGA UP work and other graffiti. Comments included:

"I think the BUGA UP wit is just amazing"

"They're the heroes of our age. They take a risk for their principles, and they're not kidding themselves about the seriousness of the world's weaknesses."

The Outdoor Advertising Association's campaign to turn public opinion against BUGA UPers by portraying them as vandals has been a dismal flop.

BRITISH MEDICOS SLAM SPONSORSHIP

The U.K. Government is poised to conclude a new voluntary agreement on sports sponsorship. A letter signed by the presidents of eight medical royal colleges had been written to the Minister for Sports calling for a ban.

The February issue of the B.M.J. carried a strongly-worded leading article, condemning the government for ignoring the advice of the medical establishment by allowing sports sponsorship by tobacco companies. The article warned that "when the history of the twentieth century comes to be written, the members of the Government who allowed such an agreement will stand indicted as the guilty men of public ill health".

The same issue of B.M.J. has an in-depth analysis of world-wide anti-smoking activities. Australia gets a mention for MOPUP and BUGA UP which are cited as "idiosyncratic groups that have also been influential in modifying the practices of the tobacco companies".

ANTI-CANCER COUNCIL CALLS IN LAWYERS

The Anti-Cancer Council of Victoria has a team of lawyers investigating the legality of ads which describe cigarettes of high tar content as "Mild". The advertising Standards Association believe that the word "mild" refers to the taste, not the tar content. The Trade Practices Commission has also decided not to take action. This blatant consumer deception has now been brought to the attention of the Australian Consumers' Association by BUGA UP.

ANNUAL REPORT STILL COMING

Although late, the BUGA UP Annual Report is slowly coming together. Contributions have been very slow coming in, but there's still time. Send material to the Sydney P.O. Box.

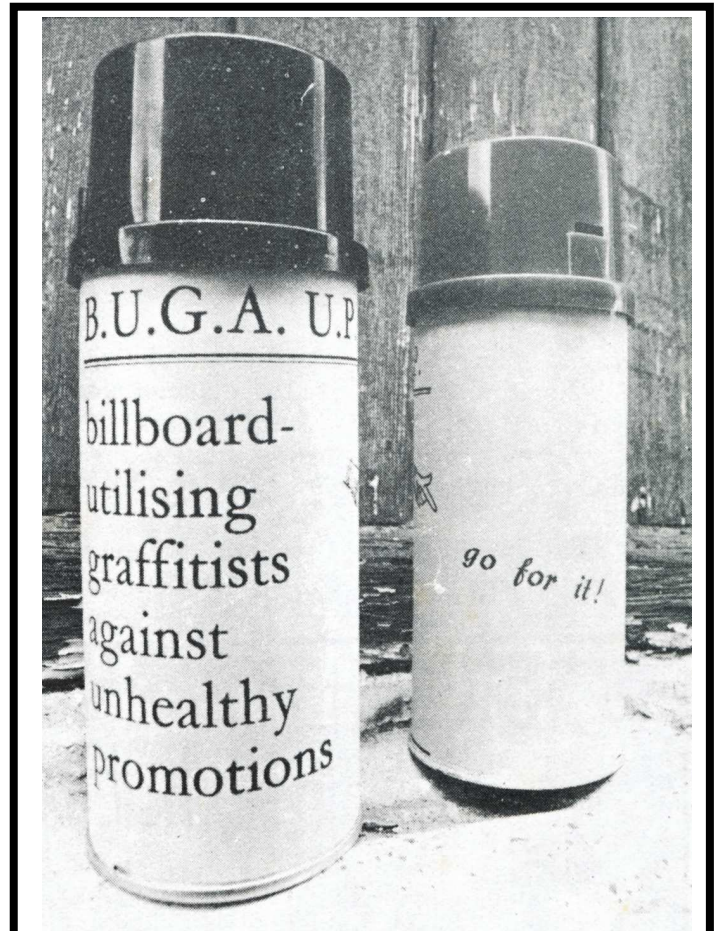
The report will cover a wide range of subjects, including the history of BUGA UP, a survey of all BUGA UP court cases, lots of press cuttings, detailed analysis of the tobacco companies, tobacco dumping in the third world, lots of photos and so on. It looks like being a sizeable volume, so printing will be very costly. Is there anyone

out there in the printing or publishing business who can help? Cash donations welcome too!

BUGA UP TO SPEAK AT CONFERENCE

Two Sydney BUGAs have submitted extracts of papers to be presented at the 5th World Conference on Smoking and Health to be held in Winnipeg, Canada in July, 1983. Working titles given to the papers are "An Unusual Initiative in Control of Cigarette Advertising" and "The Third World War is Here!".

So far the submissions have been acknowledged and we await formal acceptance.



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