An interview by Bryce Lewis

RECENTLY, I had the pleasure of meeting Fred Cole of B.U.G.A.U.P. notoriety.

He is a surprising character, gentle and sensitive, not at all the sort of guillotene I had imagined. Our meeting, however, had elements of the clandestine. We met in a noisy little restaurant where Fred eats, does business and meets all his phone calls and messages. Here is the interview which took place as we ate lunch.

Q: Do you think advertising will have to alter because of B.U.G.A.U.P.?

FRED: They have already adapted billboards with multi-coloured backdrops to make it look like smoking. Furthermore, they came out with a silly campaign: "Come on Australia..." with the graffiti already printed on it. Initially it was "Come on Australia". Then they had people doing billboards. All you need is a spray can. I don't deal with any of them. I try to do it as best as I can.

How can they win? Advertising people are not really creative enough or they may think we can't just ignore it. It's been a social problem for some time. If you don't think of something immediately it's a waste of time and you may as well give up.

Q: What are your main targets?

FRED: Cigarettes and alcohol.

Q: Are you against all advertising or just certain types?

FRED: No, I'm not. I'm against billboards because they're sick on the community. But I only attack the ones that are specifically unhealthy promotions.

Q: What is B.U.G.A.U.P. doing?

FRED: Billboards Clipping Services in one. They're also Promotions. It's very simple. They send out a communication. But communication is composed of the word "communicate", which means there is no such thing as communication which is one way. One-way communication is Lois Lane. Two-way communication is Lois and Clark. But you can't really sell a billboard. The only way is to physically add something to it.

Q: Are you learning advertising as a means of communication instead of a non-communication?

FRED: And against itself. It's singular ordering people to do this and do that. In America the term is known as "engineering of consent".

Q: What do you mean by that?

FRED: People think of propaganda as something invented by the Nazis. In fact it is simply manipulating people so that they act according to some ideological ideal. The Nazis did it after the war the Germans look at the American success and Gehrich thought of TV as a propaganda machine. After the second

world, Americans looked at the German propaganda techniques and developed them in their own way. They control the people. They control the way they think. The second world war was controlled by the people who won. Since the people didn't know what was happening the government put in the citizen they assisted in people's minds. Thousands of free dollars for schools interchanging the children to think in a certain way.

Q: Were you ever in advertising?

FRED: No.

Q: How did your interest develop in the communications industry?

FRED: I came from England to Australia to get away from advertising. I was in Germany in the second world war.

Q: No smoking fights.


Q: Your vegetarian diet. But I was also interested in the Australian involvement in Vietnam which I consider more immoral than the Communism in Eastern Europe just now. Is it not possible that the change community consciousness as we did during the Marxism. We consents united the streets carrying the enemy flag. It was the first time in the history of the world that a society had to feel the enemy.

Q: In the last war the three of the elections I knew "report Fraser, our licence suspended" around and I took "smokers attack". I thought the American slogan was a very good listen. "We're under attack. We're under attack. We're under attack. We're under attack. We're under attack. We're under attack."

Q: In the last war the three of the elections I knew "report Fraser, our licence suspended" around and I took "smokers attack". I thought the American slogan was a very good listen. "We're under attack. We're under attack. We're under attack. We're under attack. We're under attack. We're under attack."

Q: I started this thing because of it.

FRED: No, they're just going to give free cigarettes during the war. Nicotine is most addictive. Harder to get off than heroin. Two people I know found it harder to get off nicotine than heroin. Mind you they had more help with heroin.

Q: Would you take a job in advertising?

FRED: ... I don't know...

Q: What do you think of your work?

FRED: I think I will never see a billboard as lovely as a tree.