

Dear Alan - The original of this will accompany a copy of the July issue - it will be an excellent reference source for the paper. I haven't written a letter to the Editors for awhile so maybe they will publish it. I wrote it as much for you as anything. I think of you often and how much you do for us all — (over)

December 13, 1985

Letters to the Editor  
The Arizona Republic  
Phoenix, Arizona

Dear Editor:

Your December 13 editorial on AMA's proposed ban on cigarette advertising (Doctors Aim At Wrong Target) contains a significant error. You claim that cigarette advertising seeks not to transform nonsmokers into smokers but to establish brand loyalty. To be sure the tobacco industry, as does any other, promotes brand loyalty, however cigarette marketing strategy is aimed at a very large segment of non-smokers - our children.

Despite the industry's widely publicized "Helping Youth Decide", a transparent piece of PR propaganda, they continue to pitch glamour and sex to that vulnerable age group. LIGHT MY LUCKY! Advertising works. That is why smoking is steadily increasing among the young, particularly girls.

In a recent issue of the N.Y. State Journal of Medicine devoted to The World Cigarette Pandemic, editor Dr. Alan Blum not only makes a case for banning advertising but goes further. In his editorial he states, "In view of years of misleading advertising, tobacco companies should be forced to foot the bill for prime-time corrective advertising, designed by advertising agencies under the direction of health promotion experts."

Our annual smoking and health bill is 39 billion dollars yet the tobacco industry not only remains free of any responsibility for product use - and it maims and kills thousands daily - they stand on their "legal" right to advertise and continue to exploit the young by portraying smokers as glamorous and "adult".

Tobacco is an addictive drug. The earlier the habit is formed, the more entrenched it will be. The tobacco people, like all other drug pushers, know that and they want our kids. It's as simple as that.

Yours truly,

Joyce H. Porter  
Joyce H. Porter

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The attitude of The Republic has changed greatly in 12 years. When we were working to get our first law passed — the coverage of its progress was always slanted — at best. There are some nonsmokers in power now, and even though they are not always in possession of all the facts, we do get the news about the smoking issue.

I went to see the new director of the Heart Association a few months back — and took him a copy of the Journal. He is a very nice, clean cut, intelligent young man. We had an immediate rapport but he was a little shookup about my strong suggestions about how to tell his employees to quit smoking in the building. His plan was to deescalate (sp?) — gradually get them to stop by a certain date. I told him he had all the courage in the world to get the job done. Said I'd check back —

He loved your Journal. More later, J