Advertising Review Council (ARC), 112–113 Index Advertising Standards Authority (ASA), 69 advertising themes, 145-150, 170. See also specific theme adolescent, 216-227, 278-279 antitobacco, 450, 455, 457-459 gender-oriented, 220, 278 Abrams v. United States, 295 movies and, 362 Accord (brand), 167 opposition to state initiatives and, 583, 589-ACS (American Cancer Society), 310, 433, 442, 591, 590*t*, 592 503, 508, 562, 564 advertising-to-sales (A-S) ratio, 120–121, 123t, ACSH (American Council on Science and 268-269 Health), 156 affective response, 29–30 Action on Smoking and Health (ASH), 550 African Americans addictiveness adolescent smokers, 215, 217 avoidance of, in branded advertising, 150 quitline use, 533 news coverage of, 341 as target market, 56-57, 59, 144-145, 160-162, adolescents. See youth 198-200 Adult Use of Tobacco Surveys, 167 age groups. See also young adults; youth Advance (brand), 461 segmentation by, 57-58 advertising theme, 146 for antitobacco advertising, 461–462 misleading advertising, 310, 611 agenda-setting hypothesis, 42, 332, 605 target market for, 59 AHA (American Heart Association), 559, 561–562, adventure theme, 148 564 adverse health effects. See health consequences ALA (American Lung Association), 433, 559, 562, advertising, by tobacco industry. See tobacco 564 advertising and promotion Alaska Natives, as target market, 164-165, 171 advertising bans alcohol consumption, market segmentation and, ambiguities in legislation, 85–87, 101 60 - 61broadcast, 82–83 "Alive with Pleasure" campaign, 224–225 Canada, 311 Altria Group. See Philip Morris USA constitutional aspects, 300-301 ambivalent attitude, 33-34 effectiveness of, 275-276, 280-281 Amendment 3 (Missouri), 589, 590t, 591 European Union, 312–313 Amendment 35 (Colorado), 584, 587–588, 589t, global, 313-316 591, 591*t* history of, 551 American Academy of Family Physicians, Tar Wars industry response to, 39-40, 272, 273t, 274program, 444 275, 280 American Cancer Society (ACS), 310, 433, 442, partial, ineffectiveness of, 82–87, 280–281, 599 503, 508, 562, 564 rationales for, 74-86 American Council on Science and Health (ACSH), youth, 58, 157-158, 300 156 advertising elasticity, 275–276 American Heart Association (AHA), 559, 561–562,

Note. Page numbers followed by *t* and *f* denote tables and figures, respectively.

advertising exposure. *See* media exposure advertising response functions, 270–272

antitobacco messages, 607

market-level, 271f, 271–272

national-level, 270f, 270-271

brand-level, 270

American Indians, as target market, 164–165,

American Legacy Foundation, 433, 567–571

InfectTruth, 612

media literacy research, 198

PM21 campaign and, 201	audience
purposes of, 569	defining, 55–62, 87
restrictions on, 569–571	fragmentation of, 598
"truth" campaign, 31, 433, 447, 456, 462,	measurement techniques, 39
520–522, 536, 551, 569, 571	power balance between media and, 40, 43
American Legacy Media Tracking Survey, 520	audience-making, 37
American Lung Association (ALA), 433, 559, 562,	audience reach, 374–376
564	audience response
American Nonsmokers' Rights Foundation, 559,	assessment of, 385
561, 567–568	to movie content, 376–392
American Psychological Association, 213	to news media, 604–605
American Spirit (brand), 165	audio media, 358
American Stop Smoking Intervention Study	audiovisual advertising, FTC definition of, 102,
(ASSIST), 41, 340, 351, 499t, 505, 550	105
American Tobacco Company	audiovisual media, 358
FTC settlement with, 309	Australia
marketing expenditures, 124t	advertising bans, 85, 380
opposition to state initiatives, 621–622	advertising code violations, 82
package design, 107	antitobacco media interventions, 433, 444,
product placement, 116	446, 462
targeted marketing, 55, 155, 160	corporate image in, 182
anxiety reduction theme, 146, 170, 225–227,	Internet marketing, 111
278–279, 373	magazine advertising, 396–397
Arab countries, entertainment media in, 400	market segmentation, 57, 59
ARC (Advertising Review Council), 112–113	media advocacy strategy, 41
Arizona	National Tobacco Campaign, 509, 512, 515–516,
Proposition 200, 562–565, 571	519–520, 534
Proposition 206, 584	news coverage, 333, 336–337, 340, 347
Arizona for a Healthy Future Coalition, 564	point-of-purchase promotions, 599
Arizona Tobacco Education and Prevention	"Quit for Life" programs, 493, 494 <i>t</i> , 498 <i>t</i> ,
Program (AzTEPP), 531, 551, 562–565, 571	501–502, 504, 509, 515, 533–534
arousal, and advertising impact, 459–460, 468, 600	smoke-free bars, 340
Arzberger, Gus, 564	smoking cessation programs, 502
ASA (Advertising Standards Authority), 69	viral marketing, 110
ASH (Action on Smoking and Health), 550	youth smoking, 264, 519–520
Ashton, Mary Madonna, 552	youth smoking prevention campaigns, 192–193,
Asian Americans, as target market, 59, 163–164	446, 463
ASSIST (American Stop Smoking Intervention	Australian National Quitline Service, 534
Study), 41, 340, 351, 499 <i>t</i> , 505, 550	Austria, 523
A Su Salud, 499 <i>t</i> , 506–507	authoritative behavior of parents, youth smoking
attitudes	and, 266
dual process models of, 32–35	awareness of advertising, 240–241, 256–257, 513.
entertainment media effects on, 376–392	See also brand recognition
expectancy-value theories of, 30–32	AzTEPP (Arizona Tobacco Education and
influences on, 33	Prevention Program), 531, 551, 562–565, 571
media effects on, 27, 29–30, 610	
news coverage and, 341–344	
toward advertising, 240, 257–258, 279–280	В
types of, 33–34	
Attitudes Toward the Effects of Smoking on	badge products, 63
Health (Brown & Williamson), 77	BADvertising Institute, 444

Ballenger, William, 624	marketing expenditures by, 125t, 126, 133
Banzhaf III, John, 433	in movies (See product placement)
Baptiste, Bryan, 164	niche, 59
Barclay (brand), 148	premium, 62
Barrichello, Rubens, 68	value, 61
bars	youth (See youth brands)
promotions at, 159–160, 165–166	brand choice, time-series studies of, 277-278
smoke-free policies, 340	branded specialty item distribution, 150
Basic (brand), 61, 147	FTC definition of, 104
Basic Times (magazine), 145	youth smoking and, 265–266
BAT. See British American Tobacco	brand equity, 63, 126, 126t, 184
behavior	brand extension, 85, 150, 277–278
compensatory, 77, 460	brand image
measures of, 239, 518	adolescents and, 213, 232–238, 235t–236t,
media activism and, 445	278–279
media effects on, 27, 29-30, 211-291, 607, 610	communication of, 62-74, 87
(See also media-effects research)	effectiveness of, 54
corporate advertising, 203	gender and, 56
entertainment media, 376–392	packaging design and, 600
news coverage, 333, 341–344, 349, 351	tar content and, 56
message structure and, 34	brand image associations, corporate, 185–186
behavioral decision theory, 30	branding, 63–64
Behavioral Risk Factor Surveillance System, 530	brand loyalty, 149–150
behavioral segmentation, 60-62, 143	adolescent smokers and, 57
behavior change	marketing expenditures and, 269
expectancy-value theories of, 30–32	young adult smokers and, 159
social cognitive theory of, 31–32	brand-preference advertising, Canadian ban on,
theories of, 34–35	311–312
Belgium, 105	brand recognition, 240, 257, 267–268, 279, 513
beliefs. See also attitudes	brand sharing, 105
about cigarette advertising, 240	brand stretching, 85, 105
entertainment media effects on, 388–391	Breathe Easy, 499t
Belshé, Kimberly, 561	Brewer, Janice K., 564
Benson & Hedges (brand)	British American Tobacco (BAT)
indirect advertising, 105	brand image, 65
slogan, 226	deceptive advertising, 77–78
surreal advertising, 69–72, 74, 85	marketing expenditures, 124t, 125t
Bigelow v. Virginia, 296	package design, 107
billboard advertising. See outdoor advertising	viral marketing, 109–110
Billboard Utilising Graffitists against Unhealthy Promotions (BUGA UP), 444	broadcast advertising. <i>See also</i> radio advertising; television advertising
bisexual population, as target market, 165–166	ban on, 82, 142, 599
blue-collar workers, as target market, 153–156	Fairness Doctrine and, 550
Blum, Alan, 443	FTC definition of, 105
Bob Beck campaign, 221	shift away from, 83, 120, 130–133, 268, 551, 599
bonus tobacco products, 149–150	Broder, David, 582
FTC definition of, 104	Brown-John, C. Lloyd, 74
brain imaging, in marketing research, 35	Brown & Williamson (B&W)
brand(s). See also specific brand	corporate image, 182
cornorate sponsorship promoting 186	decentive advertising 77

package design, 106	brand image, 233
product placement, 115-116, 401	celebrity endorsements, 363
sponsorships, 185	deceptive advertising, 76
targeted marketing, 56, 58-59, 145, 152, 158,	indirect advertising, 105
161–162, 164	package design, 107
viral marketing, 109	product placement, 374
Brozek, Michael F., 554	target markets for, 61-62, 143-145, 151, 156,
Brynner, Yul, 432	158–159
Buccellato, Ellen, 169	viral marketing, 109
Buccellato, Vincent, 169	youth-oriented marketing, 215, 220–222, 233,
Buckley, Christopher, 365	241, 265, 277–279
"buddy systems," smoking cessation, 466-467	Camel Exotic Blends (brand), 59–60, 144, 149, 164
budgets. See funding	Camel Turk, 144, 154
Buena Vista Pictures (Disney), 401	Campaign for Tobacco-Free Kids, 111
BUGA UP (Billboard Utilising Graffitists against	Canada
Unhealthy Promotions), 444	advertising bans, 311
Bull Durham (brand), 160	advertising code violations, 82
bupropion, 434, 448	antitobacco programs, 498t
Burnett, Leo, 67, 115, 155	corporate image, 182
Burning Brain Society, 116	deceptive advertising, 77–78
Bush, Jeb, 567–568	entertainment media, 400
Buy Me That (video), 410	health warnings, 312
buzz marketing. See viral marketing	legislation, 85, 294, 310–312, 316
B&W. See Brown & Williamson	market segmentation, 57, 59, 61
	as model for United States, 312
	news media, 342
C	package design, 108
California	partial advertising ban, 86
MSA violations prosecuted in, 82	point-of-purchase promotions, 599
Proposition 65, 308	tobacco legislation, 57
Proposition 86, 588–589, 590 <i>t</i> , 591	youth antismoking campaign, 527 Canadian Supreme Court, tobacco control
Proposition 99, 390, 446, 528–529, 556, 559,	rulings, 311–312
561–562, 584	cancer, tobacco-related, 2–3
tobacco industry opposition to, 585–586,	Cancer Information Service (CIS), 533
586 <i>t</i> , 590 <i>t</i> , 591	Capri (brand), 155
Proposition 188, 584	carbon monoxide yield, disclosure of, 308
sampling distribution prohibited in, 309	cardiovascular health studies, 482, 492–493,
smokeout days, 442	494 <i>t</i> –497 <i>t</i> , 501–502, 535
Tobacco Control Program, 403, 433, 446, 455,	Carlson, Arne H., 555–556
528–530, 551, 556–562, 560 <i>f</i> , 562 <i>t</i> , 571	Carlton (brand), 61, 77
youth antitobacco programs, 446, 491, 525,	Castle Rock Entertainment, 400
529–530, 560	category merchandise options (CMOs), 131
California Smokers' Helpline, 534	causality, assessment of, 6–8, 238, 281, 342
California Tobacco Education and Research	CDC. See Centers for Disease Control and
Oversight Committee, 561	Prevention
California Tobacco Surveys, 529–530, 559	ceiling effect, 127
California Youth Tobacco Surveys, 530	celebrity endorsements, 374. See also specific
Camel (brand). See also Joe Camel	celebrity
adolescent smoking and, 58	branding and, 64
advertising themes, 145-148, 220-221, 278	of cigars, 396

FTC definition of, 102–103	antitobacco programs funded by, 525, 528–529,
history of, 153, 156, 360-364	531–532, 562–563
media effects of, 377, 380	state initiatives on, 584, 592, 619-626
of smokeless tobacco, 81	cigarette length, brand image and, 56
viral marketing and, 109	cigarette packaging, 106–108, 133, 149, 600–601
censorship, of movies, 399-400	accessories, 107
Centers for Disease Control and Prevention	global rule on, 603
(CDC), 309, 403, 433, 531, 533, 555	warnings on (See health warnings)
Media Campaign Resource Center, 434, 441, 609	Cigarettes, Cinema, and the Myth of Cool (film),
Central Hudson Gas & Electric Corporation v.	403
Public Service Commission, 297–298, 300	Cigarettes and Other Tobacco Products Act
chain of contingency, 29-30	(India), 117
Chaplinsky v. New Hampshire, 295	cigar "lifestyle" magazines, 396
Chelsea (brand), 167	Cinco de Mayo festivals, 162–163
Chesterfield (brand), 156, 360-361	Cipollone v. Liggett Group, Inc, 302
Chicago school of sociology, 40	CIS (Cancer Information Service), 533
Chilcote, Samuel D., Jr., 557	City by the Sea (film), 422
children. See also youth	civil disobedience, 444
antitobacco ads created by, 443-444	clean indoor air restrictions, state initiatives on,
brand recognition by, 218	584
entertainment media and, 358-360, 371, 394	climate, market segmentation by, 59–60
media effects on, 27–29	Clinton, Bill, 406
media literacy education, 410–411	cluster sampling procedure, 490–491
Chiles, Lawton, 565, 567	CML (magazine), 145
"chippers," 61	CMOs (category merchandise options), 131
choice behavior, 30, 32	Coalition for Tobacco-Free Arizona, 564
Christian population, as target market, 168–169	cobranding, 64
Christoff, Chris, 624	coffee consumption, market segmentation and, 60
The Chronicles of Riddick: Escape from Butcher	cognitive neuroscience, 35
Bay (game), 113	cognitive responses, 29–30
cigar(s)	cognitive revolution, 41–42
health consequences and, 396	cohort studies, 484, 502
health warnings on, 307–308	collaborative filtering, 466
increasing use of, 129	color, use of, 64–65, 74, 85, 107–108, 149
news coverage of, 338–339	Colorado, Amendment 35, 584, 587–588, 589 <i>t</i> ,
cigar advertising and promotion	591, 591 <i>t</i>
expenditures on, 127–129, 129 <i>t</i>	combination products, tobacco products as, 304
FTC reports on, 102	comedies, tobacco use in, 371
print media, 396–397	commercial speech, 295–297 Canada, 310–311
product placement, 116	compelled, 298–299
Cigarette Advertising and Promotion Code (US),	defined, 296
81	entertainment media and, 399–400
product placement ban, 117–118, 374, 401	misleading, 299–301
violations of, 80–81	COMMIT (Community Intervention Trial for
cigarette brands. See brand(s); specific brand	Smoking Cessation), 44, 498 <i>t</i> , 503, 505–506
cigarette circumference	committed smokers, 61
brand image and, 56	communications inequality, 42–43
deceptive advertising and, 78	community-based studies. See controlled field
Cigarette Code (UK), 69, 71–73	experiments
cigarette excise taxes	community-level effects, controlling for, 483, 536

company Web sites	effects on sales and use of tobacco products,
content analysis of, 398	202–203
FTC definition of, 102	effects on tobacco control policy, 196-197, 204
compelled commercial speech, 298-299	global impact of, 203-204, 603
compensatory behavior, 77, 460	media literacy and, 198, 602
Comprehensive Smokeless Tobacco Health	monitoring of, 203–204
Education Act, 101, 302, 306–307	research on, 602–603
Comprehensive Smoking Education Act, 306–307	types of, 189
concerned smokers, 156, 166–168	corporate advocacy, 189–190
confounding, 385, 510	direct, 189–190
consciousness, social production of, 40	effect of antismoking campaigns on, 196
consistency of promotional message, 65–66, 87	indirect, 190
constitutional perspectives, 293–316. See also	corporate brand image associations, 185–186
legislation	corporate image, negative, 182–184, 183 <i>f</i> , 196,
consumer groups, defining, 55–62, 86	200–202, 204, 390
consumer health informatics systems. See	corporate image campaigns, 180, 184, 189, 193–
interactive health communications	196, 204, 601–603
consumer marketing, 5	accountability, 203
content analysis	criticism of, 201
company Web sites, 398	effectiveness of, 202
magazine advertising, 396–397	expenditures, 193, 194 <i>f</i>
movies, 364–376	monitoring of, 203
music videos, 395	youth and, 601–602
	• •
news coverage, 7, 333, 351	corporate interests, popular vote bypassing, 578–579
video games, 398	
context, for media exposure, 333, 341, 608	corporate philanthropy, 189
control groups, 6	corporate social responsibility, 204
controlled field experiments, 7, 482–509. See also	benefits of, 187
specific study	consumer perceptions and, 203
adult smoking, 492–508, 494 <i>t</i> –500 <i>t</i>	corporate advertising of, 195
antitobacco advertisements, 449–456	integrated public relations campaign and, 200
design and context of, 481	negative associations, 188
methodological issues, 482–484, 535	research on, 180
smoking cessation programs, 502–508	corrective advertising, 101, 301, 460–461,
summary of, 508–509, 535–537	610–611
youth smoking, 484–492, 486 <i>t</i> –489 <i>t</i>	counteradvertisements, 444, 462–463
control variables, choice of, 7	Countrywide Integrated Noncommunicable
convenience stores, importance of, 130–131, 133,	Disease Intervention framework (WHO), 443
599	coupons
coolness theme, 147	expenditures on, 119–120, 122 <i>t</i>
Copenhagen (brand), 154	FTC definition of, 102
co-promotion, with alcohol brands, 60-61	Coye, Molly, 559
copy platforms, 62	creative promises, formation of, 62
core speech, 297	Cremers, Ludo, 106
CORIS (Coronary Risk Factor Study), 493, 495t,	cross-border advertising, elimination of, 315,
501	603–604
corporate advertising, 189–198, 601–603. See	cross-sectional studies, 238. See also specific study
also sponsorships	antitobacco campaigns, 484, 491, 501–502,
on company Web sites, 197–198	511–512, 516–534, 536
effects on company perceptions and sales,	entertainment media effects, 377–383, 378t-
190–196	379t, 412

marketing expenditures, 271–272, 273t, 274, 280 DOC (Doctors Ought to Care), 443–444 national media campaigns, 516-523 documentary analysis, 7-8 post-only, 511 Doral (brand), 61, 156 pre-post, 511-512 Double Eagles (brand), 152 smoking cessation programs, 504-506 Douglas, Kirk, 362 state media campaigns, 523-527 dramas, tobacco use in, 371, 392-393 youth smoking, 241–258, 242t–255t drug delivery devices, tobacco products as, 304 cues, persuasive, 33 dual process models, of attitude and persuasion, Cullman, Joseph F. III, 81, 142, 148 32 - 35cultivation hypothesis, 42 Duffin, Anne. 192 Duffy, Steve, 565 cultural activities, sponsorship of, See sponsorships Dunhill (brand), 61 cultural values, antitobacco media and, 462 Dying for a Fag (film), 522 curiosity about smoking, youth and, 265-266 Curran, J. Joseph, Jr., 402 Е correspondence with MPAA, 414–421 Czech Republic, 257, 313 Eagan, Terry, 558 Ebony (magazine), 161 Eckhart, Dennis, 404, 422 D Eclipse (brand) Dakota (brand), 154, 156, 444-445 advertising theme, 146 danger theme, 222 Internet marketing, 111–112 data analysis, statistical, 483-484 misleading advertising, 310, 461, 610-611 databases, 181, 213, 365, 377, 385, 434, 480 secondhand smoke and, 167 Davis, Bette, 362-363 econometric studies, of consumption-advertising Davis, Grav, 560-561 relationship, 272–277, 273t, 280 economic costs, as rationale for regulation, 75, 87 28 Days (film), 374 Dean, James, 362, 364 economics, of marketing expenditures, 269-272 death, in surreal advertising, 72 editorial division, 38 deceptive speech, 300-301. See also false EIC (Entertainment Industries Council), 403 advertising; misleading advertising Elaboration Likelihood Model (ELM), 33 decision making, 33, 55 elasticity of advertising, 275–276 Delaware, Legacy case in, 569–571 emotional response demand, ability of marketing to create, 212 to antitobacco advertising, 457–460, 468, 609-610 demographic segmentation, 55-58, 143 depression reduction theme, 225-227, 278-279 in decision making, 33 designer cigarettes, 155 tobacco use in movies and, 373 desirable associations theme, 146-149, 170, 410 endorsements. See celebrity endorsements Deukmejian, George, 556 Engle class-action suit (Florida), 180, 183 developing countries, tobacco use in, 2–3 Entertainment Industries Council (EIC), 403 diffusion of innovations theory, 36–37 entertainment media, 357-428. See also specific digital media, 358 medium digital technologies, 611 commercial speech and, 399-400 direct mail advertising, FTC definition of, 102 devices restricting access to, 408-409 exposure to, 359-360, 373, 407, 409-411 direct marketing, personalized, 144–145 direct vote. See state initiatives and referenda health consequences and, 373-374, 389-390, 402 discounted prices. See price discounts disease outcome. See health consequences influence of, 42, 389, 601 media literacy and, 409-411 distress reduction theme, 146, 170, 225-227,

newer forms of, 398-399

278–279, 373

parental supervision of, 407–409 product placement in (<i>See</i> product placement)	cross-sectional evaluation of, 516–519, 534, 536–537
tobacco control advertising in, 409, 412	false advertising. See also misleading advertising
tobacco use policy, 401–404	FTC action against, 305–306
types of, 358	global ban on, 314
violence in, 388, 406	low-tar and light cigarettes, 309–310
youth and, 358–360, 370–372, 376–377, 380–	FCC Fairness Doctrine. See Fairness Doctrine
384, 394–395, 406–409, 412	FCLAA. See Federal Cigarette Labeling and
entertainment media effects, 376–392, 412–413	Advertising Act
cross-sectional studies, 377–383, 378 <i>t</i> –379 <i>t</i> , 412	FCP (Full Court Press) project, 531
experimental studies, 385–392, 386 <i>t</i> –387 <i>t</i> , 412	FCTC. See Framework Convention on Tobacco
longitudinal studies, 378 <i>t</i> –379 <i>t</i> , 384 <i>f</i> , 412	Control
Entertainment Software Rating Board, 112	FDA. See Food and Drug Administration
environmental factors	FDAMA (Food and Drug Administration
influence on behavior, 31–32	Modernization Act), 298
media messages as, 34	Federal Cigarette Labeling and Advertising Act
Environmental Protection Agency (EPA), 43	(FCLAA), 101, 145, 294, 301
Environmental Rights Action/Friends of the	versus FTC trade regulation rule, 306–307
Earth Nigeria (ERA/FoEN), 117	policy goals, 306
erotic themes, 148	preemption of warnings under, 301–303
Escort (brand), 59	Federal Communications Commission, Fairness
Estonia, 442	Doctrine. See Fairness Doctrine
ethnicity. See also specific ethnic group	Federal Food, Drug, and Cosmetic Act, 303–304
quitline use and, 534	federal preemption, 301–303
segmentation by, 56–57, 59, 144–145, 160–165	Federal Reports Elimination and Sunset Act,
for antitobacco advertising, 462–463	101–102
European Union (EU)	Federal Trade Commission (FTC)
Internet marketing ban, 112	alert on tar and nicotine ratings, 309
legislation, 294, 312–313, 316	authority of, 294, 316
Eurotrip (movie), 109	deceptive advertising and, 77
Eve (brand), 55–56, 155	definitions used by, 102–105
event history analysis, 342	efforts to regulate tobacco advertising, 301, 305–310
event marketing. See sponsorships; specific event	Minnesota Plan and, 552
or brand	reports, 101–102, 119–127, 119 <i>t</i> , 120 <i>f</i> , 121 <i>t</i> –
excitement theme, 222, 278	125t, 306–307
expectancy-value models, 30–32	cigars, 127–128, 129 <i>t</i>
expenditures. See marketing expenditures	corporate advertising, 180, 602
experiential thinking, 33	Internet marketing and, 111
experimental studies, 7, 238. See also controlled	light cigarettes, 127
field experiments; specific study	smokeless tobacco, 129–130, 130 <i>t</i>
entertainment media, 385 <i>t</i> –387 <i>t</i> , 385–392, 412	tar and nicotine level measurements, 308–309
expert systems, integrated health	trade regulation rule, <i>versus</i> FCLAA, 306–307
communications, 464–466, 612	Federal Trade Commission Act, 305
explicit attitude, 33–34	femininity, as advertising theme, 217–220, 278
external advertising, 272	field experiments, 7
	films. See movies
e .	filtered cigarettes, deceptive advertising, 76–77
F	filtering, collaborative, 466
Fairness Doctrine, 3, 44, 83, 509	Finland
creation of, 433, 469, 550–551, 606	indirect advertising in, 105

North Karelia Project, 442–443, 482, 485, 486 <i>t</i> –489 <i>t</i> , 495 <i>t</i> , 501, 535	Internet marketing ban, 112 news coverage and, 348, 351
First Amendment, 294–301, 316, 603	product placement ban, 118
California Tobacco Control Program and, 562	ratification of, 118, 315–316, 351, 603
categories excluded from, 295–296	framing, 42, 583, 592, 605
entertainment media and, 399–400	by news media, 333–335, 339, 350
Flair (magazine), 145	France, 105–106
flighting, 271–272	"A Frank Statement to Cigarette Smokers," 76,
Florida	189–190
antitobacco media campaign, 443	free air time, for antismoking messages, 433,
Engle class-action suit, 180, 183	550–551. <i>See also</i> Fairness Doctrine
Medicaid lawsuit, 565–567	freedom of expression, 295, 310, 399, 603. See
Teen Summit on Tobacco Education, 566	also First Amendment
Tobacco Pilot Program, 447, 565–567	free sampling. See sampling distribution
"truth" campaign, 512–515, 525–527, 536, 551,	Fritsch, Marc, 195
566–567, 569	FTC. See Federal Trade Commission
youth smoking prevention, 447, 512–515,	FTCP (Florida Tobacco Control Program),
565–566	343–344
Florida Tobacco Control Program (FTCP),	FUBYAS. See young adults
343–344	Full Court Press (FCP) project, 531
Florida Youth Tobacco Surveys, 344, 526–527	funding, tobacco control programs
focus groups	from cigarette excise taxes, 525, 528–529,
in direct democracy campaigns, 583	531–532, 562–563
entertainment media effects, 376, 397	interactive health communications, 467
Food, Drug, and Cosmetic Act, 305	from MSA, 510
Food and Drug Administration (FDA)	statewide, 554–555, 558–562, 562t, 563–564,
efforts to regulate tobacco products, 303–305,	567–568, 571
316	fun theme, 222–225, 278
jurisdiction of, 294, 303, 316	
NRT approved by, 448	C
tobacco advertising ruling, 551	G
Food and Drug Administration Modernization Act	Gauloises, 106
(FDAMA), 298	gay population, as target market, 165–166
Forbes, Malcolm, 347	gender. See also men; women
Ford, James T., 559	adolescent psychological needs and, 213, 217-
Ford, Yancey W., Jr., 169	220, 278–279
foreign brands, product placement of, 374	antitobacco programming and, 501
foreign countries. See also specific country	entertainment media effects and, 385, 393
American products distributed in	image enhancement and, 227, 231
regulation of, 82, 315, 603-604	segmentation by, 55–56, 144–145, 150–157
Western brand imagery in, 170	smokeless tobacco use by, 234
antitobacco media campaigns in, 522–523	smoking cessation programs and, 505
entertainment media in, 383, 400	smoking initiation and, 277
legislation in, 310–315	smoking prevalence by, 151
tobacco use in, 2–3	General Cigar Company, 116
Formula One motor racing, 68–69, 313	geographic segmentation, 58-60, 143
Fourteenth Amendment, 295	Gerard, Sue, 564
Framework Convention on Tobacco Control	Germany, 313, 497t
(FCTC), 3, 44, 54, 294, 313–316, 603–604	Glantz, Stanton A., 404
Article 13, 315, 603	Glickman, Dan, 402

global bans, 313–316, 603–604	health-risk promotion, tobacco industry strategy
global brand equity, 126, 126t	of, 195
global health, tobacco use and, 2–3, 54	health stories, defined, 331
globalization, media growth and, 2–3, 603–604	health warnings
Goerlitz, David, 151	Canada, 312
government, influence of news media on, 342	cigars, 307–308
GPC (brand), 61	constitutionality of, 301
Great American Smokeout (ACS), 441, 503	global rule on, 314
Greece, 523	inadequate, tort claims based on, 302–303
Greene, John, 563–564	pictorial, 601
guard dog function, 41	regulations on, 302–304, 306–307, 311–312,
guerilla marketing. See viral marketing	314, 601
	smokeless tobacco, 307
U .	Heartbeat Wales, 497t, 503
H	Heartland (magazine), 145
"Hall of Shame" Web site (Roswell Park Hospital),	heroic figure image, 155
153	Heuristic-Systematic Model (HSM), 33
Halo 2 (game), 113-114, 398	hierarchical linear models, 483
harm-reduced cigarettes, 61–62, 79, 611. See also	Hill and Knowlton, 76
potential reduced-exposure products	Hispanic Americans, as target market, 59, 145,
Harvard School of Public Health, 402	162–163, 198–200
Havoc, June, 360	Hitchcock, Alfred, 70
Hawaiian images, 164	Hoffmeister study, 497 <i>t</i>
health advocates, failure to respond to tobacco	holidays, marketing campaigns during, 60
industry, 555–556	hollow followers, 217
health behavior. See behavior	Holmes, Oliver Wendell, 295
Health Belief Model (HBM), 30	homosexual population, as target market, 165–166
health care costs, as rationale for regulation,	Hong Kong
75, 87	advertising restrictions, 347
health-conscious smokers, as target market,	indirect advertising in, 105
59, 61	packaging in, 107
health consequences	youth smoking in, 257
avoidance of, in branded advertising, 150	Horizon (brand), 167
cigar smoking and, 396	How Pro-Social Messages Make Their Way into
disparities in, 42–43	Entertainment Programming, 402
entertainment media and, 373-374, 389-390,	HSM (Heuristic-Systematic Model), 33
402	Hull, Jane Dee, 565
news coverage of, 341, 344, 395	human-to-human interaction, in smoking
as rationale for regulation, 75, 87	cessation programs, 466–467
tobacco industry's attempt to shift focus from,	Hungary, 313
553	
Health Education Authority for England, Anti-	T. Control of the Con
Smoking TV Campaign, 500t, 507–508, 534	1
health information	IAA (International Advertising Association), 275
news media as source of, 330	identity. See self-image
online, 463–468	IEG (Independent Evaluation Group)
Health News Index, 331	Sponsorship Report, 184
health reassurances, 146, 166–168	IHC. See interactive health communications
deceptive advertising and, 77–78, 611	Illinois Consumer Fraud and Deceptive Practices
smoking initiation and, 277–278	Act, 309

image enhancement	Institute for Analytical Research Inc., 77
market segmentation and, 62, 143	in-store promotion. See point-of-purchase
youth smoking and, 213, 227–238, 228t–230t,	promotions
278–279	integrated marketing communications (IMC),
imagery. See also brand image; specific brand	case study of, 66–68
or image	integrated public relations campaign, 198–202,
gender-oriented, 217–220	199 <i>f</i>
in package design, 107, 149	Integrative Model of Behavior, 31
sexual, 72–73, 148–149, 221	intention to act, influences on, 30–32
subjective interpretation of, 376	interactive health communications (IHC),
in surreal advertising, 68–74	463–468
symbolic, 33, 85, 583	dissemination of, 467
tobacco use in movies, 372–373	future directions for, 467–468, 606, 611–612
IMC (integrated marketing communications),	types of interactivity, 464–467
case study of, 66–68	International Advertising Association (IAA), 275
Imperial Tobacco Ltd., 59, 72, 77–78, 154	International Dairy Foods Association v.
implicit attitude, 33–34	Amestoy, 299
Independent Evaluation Consortium, 560	International Quit and Win Campaign (WHO),
Independent Evaluation Group (IEG)	443
Sponsorship Report, 184	Internet. See also Web sites
India	entertainment media, 358, 398
antitobacco campaign, 512, 515	interventions aimed at, 409
indirect advertising in, 105	smoking cessation programs on, 463-468, 606,
product placement in movies, 116–117	611–612
indirect advertising, 69, 105–106	tobacco control advertising on, 609, 611-612
individual level	Internet marketing, 110–112, 133, 601
communications inequality at, 43	EU ban, 313
mass communications at, 3	FTC definition of, 103
individual-level framework, for media effects	global rule on, 315, 603
research, 25, 27, 29–36	as legislative ambiguity, 85
individual-level variability, controlling for, 484,	regulation of, 110–112
536	via company Web sites, 197–198
Industrial Revolution, tobacco use and, 26	youth and, 109–110, 409, 601, 612
"Industry Spokesman" advertisement, 557	Internet social networking sites, 612
InfectTruth (Legacy), 612	interpersonal communication, media effects and,
InfoFlow measure, 346	35–36, 608
information, demand for, 39	Issue 4 (Ohio), 584
informational advertising	10000 1 (01110)) 001
Canadian ban on, 311–312	
global rule on, 314	.1
information dissemination, by news media, 336	J
information processing, 34	Japan Tobacco Inc., 164
behavior change and, 34–35, 459–460, 469, 609	Jerich, Ronald A., 555
information subsidies, reliance on, 39	Jewish population, as target market, 168–169
information technologies, in health	Joe Camel, 165
communications, 467–468	adolescent smoking and, 58, 218, 220-223,
informing, 54–55	226, 277
infotainment, 349, 605	female, 156
Initiative 149 (Montana), 584, 587, 589t, 591,	FTC complaint against, 307
591 <i>t</i>	Michigan Proposal A and, 623-624
The Insider (film), 390	in package design, 107

retirement of, 158 youth market and, 217	international comparison of, 310–315, 603–604
Johnston, Myron, 57, 217	state (See state initiatives and referenda;
journalism, divisions of, 38	specific state)
journalists framing of news coverage by, 333–335, 339, 350	legislative ambiguities, partial advertising and, 85–87, 101
influence of advertising on, 345	lesbian, gay, bisexual, and transgender (LGBT) populations, as target market, 165–166
	Life (magazine), 161
K	lifestyle advertising, Canadian ban on, 311–312
Kansas, antitobacco campaign, 446–447	lifestyle analysis, 62
Kelm, Thomas A., 555	Liggett & Myers (L&M)
Kent (brand), 63, 77, 148	corporate image, 182
Kent, Herbert A., 63	indirect advertising, 105
Kessler, David, 303	marketing expenditures, 123, 124t
Kessler, Gladys, 76, 101	package design, 106
Keye, Paul, 557	product placement, 116
Kilkenny Health Project, 497 <i>t</i>	targeted marketing, 56, 166
Killian, Mark, 564	light cigarettes
Kim (brand), 155	corrective advertising for, 460–461
King, James E., Jr., 567	deceptive advertising, 76, 78, 308–309
Kizer, Kenneth W., 556	marketing expenditures on, 127, 128f
knowledge-gap hypothesis, 41–43	target market for, 166–168
Kool (brand)	Limited Capacity Model of Motivated Mediated
advertising themes, 147	Message Processing, 34
brand image, 233	linear models, 483
packaging design, 106, 149	line extensions, segmented market campaigns
target market for, 56–58, 60–61, 158, 161, 166	for, 59 lingering effect of advertising, 271
youth-oriented marketing, 233, 265	LISREL analyses, 456
Kool Mixx campaign, 108, 144, 161–162	literacy skills, interactive health communications and, 465
The second secon	litigation. See also specific lawsuit
L	corporate advertising and, 197, 203
labeling regulations, 302–304. See also health	against tobacco companies, 182-183
warnings	L&M. See Liggett & Myers
Canada, 311–312	Loewy, Raymond, 64
global, 314, 603	logos, 63–64, 218, 311
laboratory-based experiments, 7	longitudinal studies, 238, 484–485
Lamb, Stephen P., 571	entertainment media effects, 378t-379t, 383-
Landry, John, 56	385, 384 <i>f</i> , 412
Lanham Act, 75–76	news media effects, 349
Lark (brand), 363	population-based, 510–516, 535
latent quitters, 61	national campaigns, 515–516, 536
Lauria, Thomas, 346	state campaigns, 512–515, 530, 535–536
learning, social cognitive theory of, 31–32	youth smoking, 258–268, 259 <i>t</i> –263 <i>t</i>
Legacy. See American Legacy Foundation	Lorillard Tobacco Company. See also specific
legislation, 293–316. See also advertising bans;	brand
Fairness Doctrine; specific law	advertising themes, 226–227
entertainment media. 399–400	California Tobacco Control Program and, 562

corporate image, 182, 192	youth market, 84-85, 157-158, 233, 236, 241,
correspondence with California Assistant	397
Attorney General, 422	Malaysia, 105
deceptive advertising, 77	Malmgren, Kurt L., 557
Legacy case, 569–571	Mangini v. R.J. Reynolds Tobacco Company, 58
marketing expenditures, 124t, 125t	Marden, Roy, 183
opposition to state initiatives, 621	marginal effects, 271–272
package design, 106	marketing
product placement, 401	consumer, 5
targeted marketing, 56–58, 62, 170	neural, 35
youth-oriented marketing, 217, 224–227	stakeholder, 5
youth smoking prevention campaign, 150, 190–192, 433, 449, 462, 570	marketing expenditures, 100, 118–127, 119 <i>t</i> , 120 <i>f</i> , 121 <i>t</i> –125 <i>t</i> , 132–133, 598–599
Lorillard v. Reilly, 298, 300, 302	advertising bans and, 272, 273t, 274–275
low-tar cigarettes	antitobacco, 607-609
corrective advertising for, 460–461	by brand, 125t, 126, 133
deceptive advertising, 76–79, 308–310	cigars, 127–129, 129 <i>t</i>
smoking initiation and, 277–278	classification of, 102–105, 126–127
target market for, 166–168	by company, 123, 124t, 133
Lucky Strike (brand)	corporate image advertising, 193, 194f
logo, 63–64	cross-sectional studies of, 273t, 274
magazine advertising, 363	economics of, 269–272
product placements, 374	light cigarettes, 127, 128f
target market, 55, 155, 360	by media type, 119, 121 <i>t</i> , 126, 127 <i>t</i>
viral marketing, 109	smokeless tobacco, 129-130, 130t, 133
Lundberg, George D., 330	sponsorships, 184
	time-series studies of, 272–274, 273t
M	tobacco consumption relative to, 212–213, 268–278, 280
MADD (Mothers Against Drunk Driving), 188	econometric studies, 272–277, 273t, 280
magazine(s). See also specific magazine	youth brands, 84–85
coverage of tobacco-related issues in, 337–338, 345–346	marketing strategy, development of, 54–55 marketplace rationale, for free speech, 295
influence of advertising on, 345–346, 395–396	market research, 39
promotional, 145, 396	market segmentation, 55-62, 86, 143-145. See
tobacco-related content in, 395-396	also targeted marketing; specific segment
women's, 156-157, 346, 395-396	behavioral, 60-62, 143
magazine advertising, 83, 395–398	demographic, 55-58, 143
antitobacco, 438t-440t, 441	geographic, 58–60, 143
blue-collar market, 153	psychographic, 62, 143
content analysis of, 396–397	Marlboro (brand)
dominant themes in, 146–147	advertising code violations, 81
ethnic-oriented, 161	advertising themes, 146–147, 220–221, 223, 226
expenditures on, 126, 127t	brand image, 63, 66, 233
female-oriented, 156-157, 346, 395-396	indirect advertising, 105
FTC definition of, 103	integrated marketing communications, 66-68
LGBT-oriented, 165	marketing expenditures, 126, 133
religious-oriented, 168	package design, 107
in target marketing, 144	1 . 1
3.5 3.7	product placement, 374

target market for, 56, 61–62, 144–145, 151–	matched-pair design, 482
152, 154, 156, 159, 162	Maxwell, Hamish, 347
youth-oriented marketing, 215, 220-224, 226,	Mayo, Virginia, 360, 362
233, 241, 265, 277	McCracken, Grant, 61
"Marlboro Adventure Team," 67–68	MCRC (Media Campaign Resource Center), 434,
"Marlboro Classics" clothing, 105	441, 609
"Marlboro Country," 71	M&C Saatchi, 72
Marlboro Golds (brand), 364	media
Marlboro Grand Prix, 68	globalization and, 2–3
Marlboro Lights (brand), 166, 232	multilevel perspective on, 3–6, 4f, 44
Marlboro Man	state initiatives and, 585
consistent imagery of, 66–67	media activism, antitobacco, 443-445
effectiveness of, 54	media advocacy, 41, 604-605
package design, 107	news coverage and, 344, 350
target market for, 152, 159, 166	for tobacco control, 335–336
Marlboro Milds (brand), 226	Media Campaign Resource Center (MCRC), 434,
Marlboro Red (brand), 232	441, 609
Marlboro Song, 226	media channels
masculinity, as advertising theme, 217–220, 278,	audience fragmentation and, 598
364	for tobacco control advertising, 438t–440t,
Massachusetts	441, 469, 611–612
corrective advertising in, 460	media content
Question 1, 584, 586, 587t, 590t	analyses of (See content analysis)
smokeout days, 442	variables in, manipulation of, 385
youth smoking prevention campaigns, 457,	media delivery, options for, 358
512–513	media effects
Massachusetts Tobacco Control Program (MTCP),	complexity of, 6–7
456–458, 512–513, 530–531, 563	interpersonal communication and, 35–36, 608
1998 Master Settlement Agreement (MSA), 3, 44	at societal level, 41–42
agenda setting and, 42	theories of, 34–35
corporate sponsorship since, 180	media-effects research, 25-49
entertainment media and, 401, 403-404, 414,	analysis levels, 25
418	audience exposure, 607–608
FTC actions after, 307	corporate advertising, 181, 602
Legacy foundation and, 551, 571	design challenges, 6-8, 238-239
news coverage of, 340–341, 351	entertainment media, 364-392, 601
outdoor advertising ban, 59, 83–84, 158	history of, 27–28
PM21 campaign and, 201	individual-level framework for, 25, 27, 29-36
point-of-purchase promotions after, 131–133	Internet use, 467–468, 612
product placement ban, 118	levels of theory and analysis, 28-44
release of corporate documents, 182	mass media campaigns, 606-607
shift in advertising media after, 131–133, 268,	need for, 598
276	news coverage, 331, 332t, 336–344, 348–349,
state initiatives and referenda on, 584	604–605
state lawsuits resolved by, 567–569	organizational-level framework for, 25, 27,
tobacco control efforts since, 433, 469	36–40
tobacco control funding, 510	packaging, 600–601
vilification clause, 569–571	point-of-purchase promotions, 599-600
violations of, 82	search methodology and sources, 181–182,
youth-oriented advertising ban, 58, 157–158	365, 377, 385, 480

societal-level framework for, 25, 27, 40-44	in social conditions, 40–41
tobacco control (See tobacco control research)	Medicaid lawsuits, state, 565–569
youth smoking (<i>See</i> youth smoking research)	medical informatics, 468
media exposure, 100–101	men
context for, 333, 341, 608	antitobacco programming and, 501
dose-response relationship, 256, 279–280, 384,	smoking cessation programs and, 505
537, 607	smoking initiation and, 277
effect on public opinion, 196	smoking prevalence among, 151
entertainment media, 359–360, 373, 407,	as target market, 56, 144, 150–155, 220, 360
409–411	mentholated cigarettes, target market for, 56–57,
external estimates of, 240-241	144, 156, 158, 161–162, 166
measures of, 239-240, 513	Merit Ultra Lights (brand), 61, 77, 166
self-reported, 240–241, 256–257	Merlo, Ellen, 66, 186
tobacco control advertising, 434, 435t-437t,	Merriman, Walker, 621
468, 607–608	meta-analysis, of consumption-advertising
youth, 212, 279–280, 434, 435t–437t	relationship, 275–277, 280
evidence base for, 238-268	Metro-Goldwyn-Mayer, 401
randomized studies of, 233-238, 235t-236t	Metropolitan Museum of Art (New York City), 185
media industry	metropolitan statistical areas (MSAs), 490-491
evolution of, 40	Michigan, Proposal A, 585, 619-626
history of, 26	Michigan Citizens for Fair Taxes, 620-621
interdependent relationships within, 39-40	Midwestern Prevention Project, 508
new technologies in, 27, 611–612	mild cigarettes, deceptive advertising, 76, 78
organizational characteristics of, 36–39, 37f	Milestone, Lewis, 362
reliance on advertising, 41	military service members
social science and, 39	price discounts to, 153
tobacco industry influence on, 43	smoking prevalence among, 151
media literacy	as target market, 151–153
corporate advertising and, 198, 602	Mill, John Stuart, 295
education in, 410–411	Miller, James Blake, 152
entertainment media and, 409-411	Minnesota
socioeconomic status and, 602	antitobacco programs, 433, 442
of youth, 236–237, 410–411, 601	Target Market campaign, 524–525
media message	Minnesota Heart Health Program, 442–443, 482,
characteristics of, and impact, 449, 450t,	485, 486 <i>t</i> –489 <i>t</i> , 496 <i>t</i> , 502–503, 535
459–460, 469	The Minnesota Plan for Nonsmoking and Health,
news coverage and, 334	552–556, 570–571
processing of, 34, 459–460, 469, 609	Miramax, 401
receptivity to, 240, 258, 513	misleading advertising. See also false advertising
repetition, consistency, and relevance of,	correction of (See corrective advertising)
65–66, 87	FDA action against, 305–306
structure of, 34, 459–460	global ban on, 314
subjective interpretation of, 376	low-tar and light cigarettes, 309–310, 461,
media production processes, 27	610–611
news coverage, 349	as rationale for regulation, 75–79, 87
organizational-level analysis of, 37	misleading speech, 299–300
systematic approach to, 38–39	Missouri, Amendment 3, 589, 590 <i>t</i> , 591
Media Records classification system, 127	Misty (brand), 56
media role, 2–3, 25–27	mixed-effect models, 483
in smoking cessation, 35	modeling, symbolic, 32

Monitoring the Future survey, 521–522	Mullaney, Arthur P., 442
Montana	multiple-wave survey designs, 384
Initiative 149, 584, 587, 589t, 591, 591t	Murdoch, Rupert, 152, 347
school-based programming, 490	music, tobacco use in, 394–395
Montclair (brand), 165	music videos, content analysis of, 395
Moonlight Tobacco (brand), 59	Mutual Film Corporation v. Industrial
More (brand), 148–149	Commission of Ohio, 399
mortality	
as rationale for regulation, 75, 87	NI.
tobacco use-related, 2–3, 43	N
Mothers Against Drunk Driving (MADD), 188	narrative advertising, effectiveness of, 609
Motion Picture Association of America (MPAA),	NASBE (National Association of State Boards of
370, 376, 400, 402	Education), 553
correspondence with State Attorneys General,	NASCAR sponsorship, 155, 158
414–421	national antitobacco media campaigns
motivation, attitude change and, 33–34	comprehensive, 527–533
movies. See also entertainment media; specific	cross-sectional studies of, 516–523, 536
film	longitudinal studies of, 515–516, 536
audience reach, 374–376	National Association of Attorneys General, 409
censorship of, 399–400	correspondence with MPAA, 414–421
as global advertising medium, 374	National Association of State Boards of Education
historical perspective, 360–364	(NASBE), 553
influence of, 42, 601	National Association of Theatre Owners, 376,
link between tobacco industry and, 360-364	400, 409
product placement in (See product placement)	National Cancer Institute
rating of, 366, 370, 373, 400–401, 404–408, 601	ASSIST project, 41, 340, 351, 499t, 505, 550
tobacco control advertising in, 373	Cancer Information Service, 533
tobacco use in, 360, 362, 370–376, 412	Tobacco Control Monograph 9, 128
beliefs about smoking and, 388–391	Tobacco Control Monograph 16, 550
characteristics of, 372–373	Tobacco Control Monograph 19 (See Tobacco
content analysis of, 364–376	Control Monograph 19)
methodological issues, 366–370, 367t–	Tobacco Control Research Branch, 8
369t, 380–381, 381t	National Center for Chronic Disease Prevention
by movie type, 370–371	and Health Promotion, 402
general reactions to movies and, 391–392 restriction of, 391, 413	National Clearinghouse for Smoking and Health (NCSH), 433
collaborative approaches to, 403–404	National Health Interview Survey (NHIS), 517
confrontational approaches to, 404–407	National Hod Rod Association (NHRA), 155
other potential strategies, 407–409	National Household Survey on Drug Abuse, 215
voluntary, 401–402	National Institute on Drug Abuse, 403
trends in, 371–372	National Institutes of Health (NIH), 433
tobacco use prevalence and, 371	National Longitudinal Study of Youth, 394
movie theaters, antitobacco advertising in, 409	National Tobacco Campaign (Australia), 509, 512,
Mozingo, Roger L., 557	515–516, 519–520, 534
MPAA. See Motion Picture Association of America	Native Americans, as target market, 164–165, 171
MSA. See 1998 Master Settlement Agreement	Natural American Spirit, 79
MSAs (metropolitan statistical areas), 490–491	natural cigarettes, 79
MTCP (Massachusetts Tobacco Control Program), 456–458, 512–513, 530–531, 563	naturalistic exposure studies, of antitobacco advertising, 456–458
Mudde study, 499t, 507	Naylor, Nick, 365

NCSH (National Clearinghouse for Smoking and Health), 433	research on, 331, 332 <i>t</i> , 336–344, 348–349, 604–605
negative emotions, impact of, 459-460, 468	sources of, 38–39, 350
negative image of tobacco industry, 182–184,	surveillance system, 338
183f, 196, 200–202, 204, 390	tobacco control policy and, 339, 341-344, 349
response to (See corporate image campaigns)	351
negative publicity, 201	new smokers, 57-58, 61, 144, 158-159, 214. See
Netherlands, 499t, 507	also youth smoking initiation
neural marketing, 35	newspaper(s)
neurocognitive science, 35	coverage of tobacco-related issues, 337-338
Nevada, Question 4, 584	influence of advertising on, 345
New Hampshire	student, 346
entertainment media study, 407	newspaper advertising
smoking cessation program, 507	antitobacco, 438t–440t, 441
Newport (brand)	blue-collar market, 154
advertising themes, 147, 226–227	expenditures on, 126, 127t
brand image, 233	FTC definition of, 103
target market for, 56–58, 145, 159, 162, 166	news values, 38
youth-oriented marketing, 215, 224–227, 233,	newsworthiness, of tobacco control, 331, 348-
265	349
Newport Slim Lights (brand), 155	new truth profile pages (Legacy), 612
news coverage	New York City
content analysis, 333, 351	public smoking ban, 189
descriptive studies of, 336–341	tobacco control program, 444–445, 532
of health consequences, 331, 341, 344, 395	New Zealand
increase in, 331	news media in, 342-343
influence on behavior, 333, 341-344, 349, 351	partial advertising ban in, 85
influence on public opinion, 332–333, 341–	tobacco control program, 528, 534
344, 351	NHIS (National Health Interview Survey), 517
of Master Settlement Agreement, 340–341,	NHRA (National Hod Rod Association), 155
351	Nice Work (novel), 72
of secondhand smoke, 337, 339	niche brands, 59
selection and content, 331-335	Nichols, Andrew W., 564
smoking cessation and, 343	nicotine, FDA regulation of, 303–305
as source of health information, 330, 336	nicotine ratings, disclosure of, 308–309
as source of public opinion, 330, 336	nicotine replacement therapy (NRT), advertising
thematic, 333–334	of, 434, 448, 455, 458, 469, 607
of tobacco industry, 340-341, 346-347	"Nicotine Soundbites" advertisement, 561
volume of, 335	nicotine yield, deceptive advertising and, 77
youth-focused, 339	Nigeria, 85, 116–117
youth smoking and, 343–344	NIH (National Institutes of Health), 433
news media, 329-356, 604-605	nonbranded specialty item distribution, 150
advocacy by, 335-336, 344, 350	FTC definition of, 104
agenda setting by, 332–333	youth smoking and, 265–266
competition and, 340-341	nonconscious goals, 610
framing of issues by, 333-335, 339, 350	non-tobacco-product bonus, FTC definition of, 10
future directions, 348–350	non-tobacco products, logos on, prohibition of,
influence of tobacco industry on, 345-348	311
new technologies influencing, 330, 349	North Karelia Project (Finland), 442-443, 482,
production process, 349	485, 486 <i>t</i> –489 <i>t</i> , 495 <i>t</i> , 501, 535

Norway	expenditures on, 126, 127t
antitobacco media campaign, 522	FTC definition of, 103
indirect advertising in, 105	health warnings mandated for, 307
youth antitobacco programs, 491-492	LGBT-oriented, 166
No Smoking Day (UK), 442, 534	shift to, 551, 599
Now, Voyager (film), 362–363	target market for, 59
NRT (nicotine replacement therapy), advertising	themes in, 223
of, 434, 448, 455, 458, 469, 607	outdoor life theme, 147–148
0	P
objectivity, in news stories, 39	Pacific Islanders, as target market, 163–164
occasion-themed advertisements, 60	packaging, 106–108, 133, 149, 600–601
occupational practices, systematic approach to,	accessories, 107
38–39	global rule on, 603
O'Connor, Sandra Day, 302, 305	warnings on (See health warnings)
Office of National Drug Control Policy, 522, 601	Pall Mall (brand), 154
Office on Smoking and Health (OSH), 402–403,	pan masala, 105
433	Papua New Guinea, 74
Ohio, Issue 4, 584	Paramount Pictures, 401
Oklahoma, Question 713, 584, 586–587, 587 <i>t</i> ,	parental behavior, youth smoking and, 266
591, 591 <i>t</i>	parental supervision, of entertainment media,
Old Gold (brand), 432 O'Loughlin study, 498 <i>t</i>	407–409
Omaha Platform of the Populist Party, 578	Park, Robert, 40
Omni (brand), 167	passive smoking. See secondhand smoke
Omnibus Nonsmoking and Disease Act	Pearson v. Shalala, 299
(Minnesota), 553	peer acceptance, adolescent need for, 36, 216–217,
online smoking cessation programs, 463–468,	265, 278, 383 perceived effectiveness, 457
606, 611–612	Perpich, Rudolph G., 554–555
online support groups, 466–467	personality characteristics, market segmentation
online therapists, 466–467	by, 62, 143
onserts (Philip Morris), 600	personalized direct marketing, 144–145
opinion leaders	persuasion, 55
media effect on, 36	neural routes of, 35
as target market, 198–200	persuasion models, 29–30
opinion polls, in direct democracy campaigns,	dual process, 32–35
583–584	pharmaceutical industry advertising, 434, 448,
Oregon	455, 458, 469, 607
tobacco control program, 531–532	philanthropic events, sponsorship of. See
youth antitobacco programs, 491	sponsorships
organizational-level framework, for media effects	Philip Morris USA. See also specific brand
research, 25, 27, 36–40	advertising themes, 147, 220, 226
organizational specialization, 38	antitobacco advertising, 457, 462
OSH (Office on Smoking and Health), 402–403,	"Bill of Rights" tour, 443
433	California Tobacco Control Program and, 558
outdoor advertising	corporate advertising, 180–184, 189–198, 194f,
antitobacco, 438 <i>t</i> –440 <i>t</i> , 441, 444	198–202
ban on, 59, 83–84, 158	corporate Web site, 197–198
ethnic market, 163	deceptive advertising, 78

health warnings, 195	summary of, 534–537
integrated marketing campaign, 66–68, 198–	population groups. See also specific group
202, 199f	antitobacco message and, 607-609
Internet marketing, 111	targeted marketing of, 150–171
litigation against, 182	"tobacco-graphics," 143
marketing expenditures, 123, 124 <i>t</i> , 125 <i>t</i> , 126,	population level, mass communications at, 3–4
133	populist movement, 578–579
news media and, 346-347	positioning, 55–58
onserts, 600	potential reduced-exposure products (PREPs),
package design, 106-107	167–168, 196
product placement, 114–116, 401	corrective advertising, 610–611
Project Sunrise, 195	health themes and, 146, 461
promotional allowances, 131	Power and Precision software, 388
specialty item distributions, 150	power balance, between audience and media,
sponsorships, 184–186, 189	40, 43
targeted marketing by, 56–57, 59–60, 62, 143,	Pow Wow Blend (brand), 79
151–152, 156, 161–166, 169	"The Precious Legacy," 169
youth-oriented marketing, 217, 220, 223-224,	preemption, 301–303
226, 232	premium brands, 62
youth smoking prevention campaign, 150,	PREPs. See potential reduced-exposure products
190–192, 433, 449, 455–456, 520, 522,	pre-quitters, 87
536, 570	price competition, 269
Philippines, 169	price discounts, 150, 599
physiological responses, to tobacco control	expenditures on, 120, 122t, 133
advertising, 610	FTC definition of, 103
pictorials	to military service members, 153
in brand image, 64	price elasticity of demand, for cigarettes, 120
health warnings using, 601	price promotions, 269
Pitt, Brad, 364	price sensitivities, 120, 150, 506
Player's (brand), 61, 154	pricing decisions, 269
PM21 campaign, 198–202, 199f	print media, 358. See also magazine(s);
Point-of-Purchase Advertising Institute, 131	newspaper(s)
point-of-purchase promotions, 599–600	for smoking cessation, tailored, 465, 468
FTC definition of, 103	print media advertising. See also magazine
research on, 600	advertising; newspaper advertising
shift to, 84, 120, 131–133, 268, 551, 599	influence on publication content, 345
UK regulation of, 69	shift from broadcast to, 83, 120, 133, 268,
youth smoking and, 132, 158, 236, 599–600	551, 599
political mobilization of bias, 583	PRISM awards, 403
political symbols, 583	prisoners, as target market, 170
politicians, influence of news media on, 342	product consumption patterns, fluctuations in, 60
popularity, adolescent need for, 216–217, 278	product descriptors, deceptive advertising and, 76
popular music, tobacco use in, 394–395	product differentiation, 63
population-based studies, 484, 501, 509–535, 609.	product placement, 114–118, 115t, 363, 599, 601
See also specific study	by brand, 374, 375 <i>t</i>
comprehensive antitobacco programs, 527–533	criticism of, 445
design and context of, 481	documented evidence of, 372
longitudinal, 510–516, 530	of foreign brands, 374
methodology, 510–512, 535	MSA and, 401
overview of, 509–510	restrictions on, 81, 117–118, 374, 399–402, 404

Project SCUM, 165	public relations campaign, integrated, 198-202,
"Project Sunrise" (Philip Morris), 195	199 <i>f</i>
"Project Whisper" (BAT), 110	public service announcements (PSAs), 481, 533,
promotion, of tobacco products. See tobacco	536–537, 550–551
advertising and promotion	pulsing, 271–272
promotional allowances	puns, in advertising, 72
expenditures on, 119, 122t, 132–133	
FTC definition of, 103	0
mechanics of, 131	0
promotional magazines, 145, 396	qualitative analysis, of media content, 7–8, 376–
promotional planning, 55–62, 87	377, 609–611
propaganda model, 29, 40	quantitative analysis, of media content, 7–8,
Proposal A (Michigan), 585, 619–626	609–611
Proposition 65 (California), 308	quasi-experimental designs, 7, 390, 480, 482,
Proposition 86 (California), 588–589, 590 <i>t</i> , 591	484, 493, 508. See also controlled field
Proposition 99 (California), 390, 446, 528–529,	experiments
556, 559, 561–562, 584	Quebec Court of Appeal (Canada), 311–312
tobacco industry opposition to, 585–586, 586 <i>t</i> ,	Quebec Superior Court trial (Canada), 57
590 <i>t</i> , 591	Question 1 (Massachusetts), 584, 586, 587t, 590t
Proposition 188 (California), 584	Question 4 (Nevada), 584
Proposition 200 (Arizona), 562–565, 571	Question 713 (Oklahoma), 584, 586–587, 587t,
Proposition 206 (Arizona), 584	591, 591 <i>t</i>
protection motivation theory, 31	quit and win contests, 442-443, 503
4Ps (product, price, place, promotion), 54	"Quit for Life" programs (Australia), 493, 494t,
PSAs (public service announcements), 481, 533,	498t, 501–502, 504, 509, 515, 533–534
536–537, 550–551	quitlines, 606, 608
Psycho (Hitchcock), 70, 72	calls to, effect of media campaigns on, 533-534
psychographic segmentation, 62, 143	television advertising of, 508
psychological mechanisms	
of communication, 34	D
of persuasion approach, 29–33	R
psychological needs, adolescent, 213–216	race. See also specific racial group
gender and, 213, 217–220	quitline use and, 533–534
influence of marketing and, 213–227, 278–280	segmentation by, 56–57, 59, 144–145, 160–165
psychological responses, to tobacco control	for antitobacco advertising, 462–463
advertising, 609–610	Racketeer Influenced and Corrupt Organizations
Public Airways Act, 392	(RICO) Act, 76, 101
public entertainment events, FTC definitions of,	radio advertising
103–104	antitobacco, 438 <i>t</i> –440 <i>t</i> , 441, 490
Public Health Cigarette Smoking Act, 82, 101, 306	ban on, 83, 142
public-health-sponsored campaigns, televised,	Fairness Doctrine and, 550
445–448, 469	FTC definition of, 105
public image. See corporate image	history of, 432–433
public opinion	randomized studies, 238–239
media effects on, 27, 29	tobacco control campaigns, 482-484, 493, 512
news media as source of, 330, 332-333, 336,	youth advertising exposure, 233–238, 235 <i>t</i> –236 <i>t</i>
351	rating systems, movie, 400–401, 404–408
public relations. See also corporate advertising	rational thinking, 33
primary tools of, 184	reach, audience, 374–376
in targeted marketing, 145	Real Edge (magazine), 145

Reality Bites (film), 389	California Tobacco Control Program and, 558,
rebelliousness theme, 220–222, 278, 362, 364, 393	561–562
Rebel Without a Cause (film), 362, 364	corporate image, 182
recall of specific advertising, 240–241, 256–257,	counteradvertising, 444–445
381, 381 <i>t</i> , 513–514	FTC complaint against, 307
receptivity to advertising, 240, 258, 513	indirect advertising, 105–106
recycling of antitobacco advertising, 609	Internet marketing, 111–112
referenda. See state initiatives and referenda;	marketing expenditures, 123, 124 <i>t</i> , 125 <i>t</i>
specific referendum	misleading advertising, 310
Regal (brand), 72	MSA violations by, 82
Regent (brand), 360–361	natural cigarettes, 79
regional variations, in marketing, 59	opposition to state initiatives, 621–622
regulation	packaging design, 149
of Internet marketing, 110–112	PREPs, 167
rationale for, 74–86	product placement, 114, 401
"Regulations Restricting the Sale and	sampling distributions, 309
Distribution of Cigarettes and Smokeless	sponsorships, 184–186
Tobacco to Protect Children and	
Adolescents" (FDA), 303–304	targeted marketing, 58, 62, 145, 151, 153, 156,
Reiner, Robert, 400	158, 161, 164–165, 169
Reitman, Jason, 365	viral marketing, 109
relaxation theme, 226–227, 278, 373	youth-oriented marketing, 214, 217, 220–224,
relevance of promotional message, 65–66, 87	226, 232, 277
religious groups, as target market, 168–169	RJR MacDonald Inc. v. Canada (Attorney General), 311
reminding, 55	
repetition of promotional message, 65–66, 87	roachers, 110
reporting, 38	Robert Wood Johnson Foundation, 403
reputation, 184	romantic themes, 148, 362
research. See media-effects research	Roswell Park Hospital, "Hall of Shame" Web site,
retail promotional allowances, FTC definition of,	153
103	Rubin v. Coors Brewing Co., 299–300
retail settings, advertising in. <i>See</i> point-of-	Ruff, Craig, 624
purchase promotions	Russell, Rosalind, 360
retail value added category	Russia, 400
expenditures on, 119–120, 122 <i>t</i>	
FTC definition of, 104	C
reviews	S
antitobacco campaign effectiveness, 480–481	Salem (brand)
consumption-advertising relationship, 275–	advertising theme, 145
277, 280	brand image, 63
rhythm of the business, 60	target market for, 56–57, 156, 166
RICO (Racketeer Influenced and Corrupt	sales maximization, 269
Organizations) Act, 76, 101	sample attrition, 484
Rio (brand), 162	sample size, 388
risk perception, health behavior and, 30	sample weighting, 238
	sampling distribution
risk reduced claims, deceptive advertising and, 78	bans on, 81–82, 305, 309
risk taking theme, 148, 222–225, 278, 373	FTC definition of, 104
Ritz (brand), 148, 155	to military service members, 152
R.J. Reynolds Tobacco Company, 63. See also specific brand	youth smoking initiation and, 256, 265–266
advertising themes, 147, 220–221, 226	sampling units, 483–484
auverusing unemes, 147, 220-221, 220	54HDHH2 HHH5, 403-404

Satin (brand), 56, 155	slogans
satisfaction theme, 145-146, 170	antitobacco campaigns, 515, 519–520, 570
saturation advertising, 101	tobacco industry, 64, 226
Schattschneider's mobilization of bias theory, 583	Smith, Sharon, 109
school-based antitobacco programming, 490, 492, 506, 508, 531, 535, 537	Smokefree Educational Services, 444–445 Smoke Free Movies campaign, 404–407, 445
Schumacher, Michael, 68	Smokeless Tobacco Act, 302–303
Screengems Productions, 364	smokeless tobacco industry. See also specific
ScreenIt.com, 370, 374, 376	brand
search methodology, 181–182, 365, 377, 385, 480	celebrity endorsements for, 81
seasonal variation, market segmentation by,	gender and, 234
59–60	health warnings mandated for, 307
secondhand smoke	marketing expenditures, 129–130, 130 <i>t</i> , 133
cigarettes designed to reduce, 167	self-regulation of, 81–82, 87, 401
media campaign against, 446–447, 450, 468	target marketing by, 144–145
news coverage of, 337, 339-340	youth market for, 158–159, 234
as rationale for regulation, 75, 87	Smokeless Tobacco Master Settlement Agreement
state initiatives on, 584	(STMSA), 84
secular trends, research design and, 482, 511,	smokeout initiative, 442, 503
535–536	smokers
Seeking Tobacco Alternatives with Realistic	image of
Solutions (STARS) project, 403	adolescent's, 191–192, 232–238, 235t–236t,
segmentation. See market segmentation; specific	279
segment	entertainment media and, 388–391
self-conflict, 231	on-screen, characteristics of, 372–373
self-efficacy, 31–32	smoking. See tobacco use
self-help clinics, televised, 504	smoking cessation
self-image	contests, 442–443, 503
adolescent, 213, 227–238, 228 <i>t</i> –230 <i>t</i> , 278–280, 364	expectancy-value models in, 30
corporate image campaigns and, 187	expert-tailored, 465
entertainment media and, 377	information centers, 533–534
market segmentation by, 62, 143	news coverage and, 343
self-regulation	online, 463–468, 606
by entertainment media, 399–400	role of media in, 35, 606–607
by tobacco industry, 79–82, 87, 401	short term media-based events, 441–442
sensation seeking theme, 34, 222–225, 278	studies of, 502–508
SES. See socioeconomic status	televised clinics, 504
sex appeal, as advertising theme, 217–221, 278	smoking cessation products, advertising of, 434, 448, 455, 458, 469, 607
sexual imagery, 72–73, 148–149, 221	smoking initiation
Shadow of Destiny (game), 398	entertainment media and, 361, 365, 384, 389,
Shofe, Allen M., 555	394
Silk Cut (brand), 69–74, 85	social learning and, 389
Sinco, Luis, 152	stages in, 239
Singapore, 528	time-series studies of, 277–278
Skoal (brand), 144	youth (See youth smoking initiation)
Skoal Bandits (brand), 158–159	smoking susceptibility
slim cigarettes	antitobacco campaign aimed at, 524
brand image and, 56	entertainment media and, 380, 382, 382f, 389
deceptive advertising, 78	measures of, 239, 257, 265–267, 279–280

"Smooth Character" Campaign, 221–223	South Dakota, 584
Snatch (film), 364	Spain, 267, 313
social cognitive theory, 31–32	specialization, 38
social conditions	specialty item distribution, 150
media role in, 40–41	FTC definition of, 104
tobacco use in movies and, 371, 373	youth smoking and, 265–266
social costs, as rationale for regulation, 75, 87	speech
social determinants, 35	categories of, 295–296
social influences, controlling for, 238–239, 256,	commercial (See commercial speech)
279	freedom of, 295, 310, 399, 603 (See also First
social issues	Amendment)
news coverage of, 335, 339	sponsorships, 179–209
sponsorship of (See sponsorships)	blue-collar market, 154–155
socialization, role of media in, 26-27	branding and, 64
social needs, adolescent, 216-217, 265, 278	effects on consumer perceptions and sales,
social network analysis, 36	187–189, 202–203
social networking, online, 612	effects on tobacco control policy, 189
social network-level framework, for media effects	ethnic-oriented, 162–163
research, 25, 27, 40–44	EU ban on, 312–313
social norms	expenditures on, 184
behavior change and, 30–32, 446, 455	female-oriented, 156-157
effect of tobacco advertising on, 100	FTC definition of, 104
entertainment media and, 389	global ban on, 313–315
media messages reinforcing, 41	rationale behind, 185
movies and, 363-364	refusal of, 188
social responsibility, corporate. See corporate	religious-oriented, 169
social responsibility	restrictions on, circumvention of, 86
social science, 39–40	shift from broadcast advertising to, 83, 120,
social smokers, 61	133, 268, 551, 599
social support, in smoking cessation programs,	in target marketing, 144
466–467	young adult-oriented, 160
social values, marketing targeted at, 199	youth-oriented, 158-159, 186, 224
societal alignment, 198	sports
societal level, media effects at, 41–42	smokeless tobacco and, 234
societal-level framework, for media effects	sponsorship of (See sponsorships; specific event)
research, 25, 27	tobacco control and, 565
socioeconomic status (SES)	sports theme, 147–148
entertainment media and, 359	stakeholder(s)
Internet use and, 612	nested relationship of, 4, 4f
knowledge gap and, 41–43	in news coverage, 333, 350
media literacy and, 602	stakeholder marketing, 5
news media consumption and, 605	Stanford Five-City Project, 482, 485, 486t–489t,
quitline use and, 534	490, 496 <i>t</i> , 501–503, 535
tobacco use prevalence and, 42–43, 598, 607	Stanford Three Community Study, 482, 493,
sociology, 39–40	494 <i>t</i> , 501, 535
soldiers. See military service members	STARS (Seeking Tobacco Alternatives with
Som + Bank (film), 400	Realistic Solutions) project, 403
Sony Pictures, 401	starters, 57, 87, 158
Sorrell, William H., 570	state antitobacco media campaigns. See also
Souter, David, 300	specific state

comprehensive, 527–533	FTC actions after, 306
cross-sectional studies of, 523-527	health cigarettes after, 166
exposure to, 434, 436 <i>t</i> , 437 <i>t</i>	interest in regulating tobacco advertising
funding for, 554–555, 558–562, 562t, 563–564,	after, 301
567–568, 571	misleading advertising and, 76
longitudinal studies of, 512-515, 530, 535-536	news coverage after, 351
smokeout days, 442	1989, 345
tobacco industry response to, 549-575	surreal advertising, 68–74, 85
State Attorneys General, 409	surveys, 7, 484
correspondence with MPAA, 414–421	multiple-wave, 384
state initiatives and referenda, 577–600. See also specific state	SWAT (Students Working Against Tobacco), 343, 566
from 1988-2006, 581 <i>t</i> –582 <i>t</i> , 585, 592	Sweden, 105
analysis results, 589–591, 590t, 591t	Swift, Jane, 563
criticisms of, 579–582	switchers, 58
history of, 578–579	symbolic imagery, 33, 85
language of, 580, 583	political, 583
methods, 584–585	symbolic modeling, 32
role of media in, 583-584	Symington, John Fife III, 563–564
states with, 579t	
by type allowed, 580 <i>t</i>	-
success of, 592	
tobacco industry opposition to, 585–592, 590t,	TACNH (Technical Advisory Committee on
591 <i>t</i> , 619–626	Nonsmoking and Health), 552
state lawsuits, against tobacco industry, 565–569	taglines, 64
state prohibitions, on sales to minors, 305	tailoring, 143–145, 461–463, 465, 608–609
statistical data analysis, 483–484	Talman, William, 432–433
statistical power, issues of, 482-483	targeted marketing, 150–171. See also market
Statue of Nicotina, 443	segmentation; specific target
stealth marketing. See viral marketing	antitobacco ads, 461-463, 468, 608-609
stereotyping, youth smoking and, 265	in integrated public relations campaign, 198-202
Stewart, James, 360	objectives of, 142–143
STMSA (Smokeless Tobacco Master Settlement	protests against, 161–162, 171
Agreement), 84	tar ratings, disclosure of, 308–309
Stone's theory of causal stories, 583	Tar Wars program (AAFP), 444
stop-smoking contests, 442–443, 503	tar yield
stop-smoking days, 118, 442–443, 503	brand image and, 56
The Strange Loves of Martha Ivers (film), 362	deceptive advertising and, 77
stress reduction theme, 146, 170, 225–227,	FTC measurement of, 308–309
278–279, 373	taxes
structural model, 40–41	antitobacco programs funded by, 525, 528-529,
Students Working Against Tobacco (SWAT), 343,	531–532, 562–563
566	state initiatives and referenda on, 584, 592,
study samples, 238, 483–484	619–626
subjective probability theory, 30	TCPA (Tobacco Products Control Act), 311
support groups, online, 466–467	Teague, Claude, 232
Supremacy Clause (U.S. Constitution), 301	Technical Advisory Committee on Nonsmoking
Surgeon General's reports	and Health (TACNH), 552
1964 (first)	technological innovation, 27, 611–612
entertainment media and, 392	as legislative ambiguity, 86

news media and, 330, 349	TiVo, 611
Teenage Attitudes and Practices Surveys, 215, 234	Tobacco Act (Canada), 311–312
Telecommunications Act of 1996, 408	tobacco advertising and promotion, 4–5, 54–74
telecounseling services, 467	affective response to, 29–30
telephone advertising, FTC definition of, 104–105	cigars (See cigar advertising and promotion)
television	effectiveness of, 54
changing face of, 611	expenditures (See marketing expenditures)
devices restricting access to, 409	extent of, 118–132
exposure to, 359–360	false (See false advertising)
link between tobacco industry and, 392	history of, 100, 360–364
news coverage, 334, 337–338	key principles of, 54–74
smoking cessation clinics on, 504	media reliance on, 41
tobacco industry sponsorship of, 362-363	misleading (See misleading advertising)
tobacco use on, 392–394, 393 <i>t</i>	monitoring of, 613
Television, School, and Family Smoking	planning of, 55–62, 87
Prevention and Cessation Project, 491	primary purposes of, 54–55
television advertising	regulation of, 3 (See also legislation)
antitobacco, 438t–440t, 441, 445–449, 489–	rationale for, 74–86
491, 608	sources of data on, 101–102
relative performance of, 449–456, 451 <i>t</i> –454 <i>t</i>	targets of (See market segmentation; targeted
ban on, 83, 142	marketing)
exposure to, 434, 435 <i>t</i>	themes of (See advertising themes)
Fairness Doctrine and, 550	types of, 102–118
FTC definition of, 105	Tobacco Advertising and Promotion Act (UK), 69
history of, 153, 432–433	tobacco consumption
of smoking cessation products, 448	effects of marketing on, 212–213, 268–279, 280
youth-oriented, 157, 241	corporate advertising, 190–196, 202–203
temporal association, 385	econometric studies, 272–277, 273 <i>t</i> , 280
testimonials, FTC definition of, 102–103	fluctuating patterns in, 60
Texas	news media effects on, 343
lawsuit against tobacco industry, 566–567	tobacco control
smoking cessation program, 499t, 500t,	dynamic relationship with tobacco industry,
506–508	598, 604
youth antitobacco programs, 492	effectiveness of, 469
Texas v. Johnson, 296	effect of corporate advertising on, 189
Thailand, 400	efforts of tobacco industry to influence, 549–
Thank You for Smoking (film), 365	575, 598
theaters, antitobacco advertising in, 409	funding of (See funding)
thematic news coverage, 333–334 Theory of Planned Rehavior (TRR), 20, 21	future directions, 597–617
Theory of Planned Behavior (TPB), 30–31	media advocacy for, 335–336 newsworthiness of, 331, 348–349
Theory of Reasoned Action (TRA), 30–31	
thinking, rational <i>versus</i> experiential, 33 <i>Thompson v. Western States Medical Center</i> , 298	tobacco control advertising, 431–478 characteristics of, 449, 450 <i>t</i> , 469
"Thumbs Up! Thumbs Down!" project, 370–371	emotional response to, 457–460, 468, 609–610
time, advertising effect over, 271	in entertainment media, 390–392, 409, 412
time, advertising effect over, 211	evidence base, 468, 605
Fairness Doctrine, 517–518	expenditures on, 607–609
marketing expenditures, 272–274, 273 <i>t</i> , 280	exposure to, 434, 435 <i>t</i> –437 <i>t</i> , 607–609
smoking initiation and brand choice, 277–278	future directions, 604–612
TIRC (Tobacco Industry Research Committee), 76	historical overview of, 432–433
Title (Tobacco madory research committee), 10	111000110011011011011011011011011010

interactive health communications, 463-468	history of, 26
media activism, 443–445	Legacy activities restricted by, 569–571
in movies, 373	magazine industry and, 395
nontelevised, 434–445, 438 <i>t</i> –440 <i>t</i>	movie industry and, 360-364
psychological responses to, 609–610	negative image of, 182–184, 183f, 196, 200–202,
recent developments in, 433–434	204, 390
recycling or sharing of, 609	news media and, 340-341, 345-348
short term media-based, 441–442	opposition to state initiatives and referenda,
targeting and tailoring of, 461–463, 468,	585–592, 590 <i>t</i> , 591 <i>t</i> , 619–626
608–609	outreach to tobacco control organizations, 196
televised, 445–449	response to advertising bans, 39–40
relative performance of, 449–463, 451t–454t	response to Fairness Doctrine, 550–551
tobacco industry-sponsored, 191, 448-449	self-regulation of, 79–82, 87, 401
Tobacco Control Monograph 9, 128	state lawsuits against, 565–569
Tobacco Control Monograph 16, 550	television industry and, 363, 392
Tobacco Control Monograph 19	youth smoking prevention campaigns, 150,
chapter overviews and conclusions, 10-20	204, 469, 520, 522, 536, 553, 570–571, 602
major conclusions, 9-10	Tobacco Industry Labor Management Committee,
organization of, 8–9	552
preparation of, 8	Tobacco Industry Research Committee (TIRC), 76
Web page, 9	Tobacco Industry Testing Laboratory, 308
tobacco control policy	Tobacco Institute
Canada as model for, 312	news coverage, 346
effect of corporate advertising on, 196-197, 204	opposition to state initiatives, 620–621
entertainment media and, 399-400	response to state tobacco control programs,
news media effects on, 339, 341-344, 351, 605	552–554, 557, 565
options, 275	tobacco-producing states, antitobacco campaigns
tobacco control programs	in, 521
comprehensive, 510, 527-533	Tobacco Products Control Act (Canada), 57, 85
effectiveness of, 3, 335, 550, 551f, 560, 565-	Tobacco Products Control Act (TCPA), 311
567, 569	tobacco use
future directions, 605–612	costs of, 2
history of, 2–3, 44	in developing countries, 2–3
media advocacy in, 41, 340	media effect on (See media effects)
MSA funding of, 510	mortality related to, 2–3
tobacco industry efforts to influence, 549-575	tobacco use prevalence, 2–3
tobacco control research, 479-546	among adolescents, 58
controlled field experiments, 482–509	among military service members, 151
methodology, 480	decline in, 42–43
population-based studies, 484, 501, 509–535	disparities in, 42–43
prior reviews, 480–481	by gender, 151
summary of, 535-537	news media effects on, 605
Tobacco Control Research Branch (NCI), 8	seasonal patterns in, 60
tobacco industry. See also specific company	socioeconomic status and, 42–43, 598, 607
antitobacco advertisements sponsored by,	Tobacco Use Prevention Advisory Committee
448–449, 469	(TUPAC), 564
dynamic relationship with tobacco control,	tobacco user status, market segmentation by, 61
598, 604	TPB (Theory of Planned Behavior), 30–31
efforts to influence tobacco control, 549–575,	TRA (Theory of Reasoned Action), 30–31
598	transgender population, as target market, 165–166

transit advertising, FTC definition of, 105	Supremacy Clause, 301
Transtheoretical Model (TTM), 32	U.S. Department of Justice (DOJ), RICO Act
Tremor, 109	violations lawsuit, 101, 213
trend influence marketing, 110	U.S. Food and Drug Administration. See Food
True (brand), 146	and Drug Administration (FDA)
"truth" campaign	U.S. Smokeless Tobacco Corporation (USST),
American Legacy Foundation, 31, 433, 447,	144–145, 154
456, 462, 520–522, 536, 551, 569, 571	U.S. Supreme Court
Florida, 512–515, 525–527, 536, 551, 566–567, 569	versus Canadian Supreme Court, 312 FDA governing statute ruling, 304–305
	First Amendment cases, 295–300
TTM (Transtheoretical Model), 32	impact on advertising restrictions, 300–301
tunnels of influence, 159–160 TUPAC (Tobacco Use Prevention Advisory	tar and nicotine ratings ruling, 309
Committee), 564	user navigation, integrated health
Turkey, 105	communications, 464
Twentieth Century Fox, 401	user status, market segmentation by, 61
two-step flow hypothesis, 36	USST (U.S. Smokeless Tobacco Corporation),
type I errors, 483, 536	144–145, 154
type 1 e11013, 100, 000	Utah, tobacco control programs, 455
	1 . 3
U	W
ultralight cigarettes, 166–168	V
United Kingdom	Valenti, Jack, 402–404
advertising code violations, 82	State Attorneys General correspondence with
antitobacco media campaign, 462, 522–523	418–421
legislation, 69, 313	Valentine v. Chrestensen, 296
magazine advertising, 396–397	validity, 7
market segmentation, 57	value brands, 61
media-effects research, 276	values, 30–32
news coverage, 342	Vantage (brand), 80, 148
No Smoking Day, 442, 534	Vatican art treasures exhibition, 185
smoking cessation programs, 500t, 507-508,	V-Chip, 408–409
534	Vermont
surreal advertising, 68–74, 85	entertainment media study, 407
youth-oriented marketing, 214	school-based programming, 490
youth smoking, 257, 264, 267–268	smoking cessation program, 507
youth smoking prevention campaign, 463	VIBE (magazine), 161
United States v. Philip Morris USA Inc., et al., 101	Viceroy (brand), 162
United States v. United Foods, Inc., 299	video advertising, FTC definition of, 102, 105
Universal City Studios, 401	video games, 358
<i>Unlimited</i> (magazine), 67, 145, 223	as advertising vehicle, 112–114, 601
Uptown (brand), 161–162	content analysis of, 398
urea, 570–571	violence in, 398
U.S. Congress	Vierthaler, Bonny, 444
entertainment media hearings, 404	Vietnamese-American men, smoking cessation
FDA authority legislation, 305	program, 500t, 507
FTC reports to, 306–307	vilification clause (MSA), 569–571
U.S. Constitution	violence
direct votes under, 579–580	in entertainment media, 388, 406
First Amendment (See First Amendment)	in surreal advertising, 72–73

in video games, 398 viral marketing, 108–110, 133 as legislative ambiguity, 86 to young adults, 160 Virginia, antitobacco campaign, 448, 455 Virginia Pharmacy Board v. Virginia Citizens	working class, as target market, 153–156 World Conference on Tobacco, 112 World Health Organization (WHO), 313–315 Countrywide Integrated Noncommunicable Disease Intervention framework, 443 Framework Convention (See Framework
Consumer Council, 296–297 Virginia Slims (brand) brand image, 56, 63 target market for, 55–56, 145, 155, 162–163, 165 vitality of smoking theme, 148 voice card advertising, 152	Convention on Tobacco Control) International Quit and Win Campaign, 443 World No Tobacco Day (May 31), 118, 442, 503 World Wide Web. <i>see</i> Internet; Web sites World War II propaganda, 29, 40
voice card advertising, 102	Υ
W	•
	Yale University, 29, 40
Warner Brothers Entertainment, 401	young adults
warnings. <i>See</i> health warnings Waxman, Henry, 561	brand loyalty, 159 entertainment media and, 372
Wayne County (Michigan) Medical Society	as target market, 159–160, 214, 223–224, 226
Foundation, 444	youth
Web sites. See also Internet	access to tobacco products, FDA regulation of,
Legacy, 612	303–304
tobacco company	advertising bans, 58, 157–158, 300
content analysis of, 398	antitobacco ads created by, 443-445
corporate advertising on, 197–198	ban on tobacco sales to, 305
FTC definition of, 102	brand loyalty, 57, 159
wholesale promotional allowances, FTC definition	communication channels used by, 157
of, 103	corporate advertising and, 601–602
Willy the Penguin, 158	curiosity about smoking, 265–266
Wilson, Pete, 558–560	entertainment media and, 358-360, 370-372,
Wilson, Rip, 564	376–377, 380–384, 394–395, 406–409, 412
Winfield (brand), 59	image of tobacco industry, 191–192, 198, 202,
Winston (brand)	204, 232–238, 279
advertising themes, 147	Internet marketing to, 109–110, 409, 601, 612
brand image, 63, 233 natural cigarettes, 79	magazine advertising, 84–85, 157–158, 233, 236, 241, 397
packaging design, 149	media exposure, 434, 435 <i>t</i> –437 <i>t</i>
product placement, 374	media literacy of, 236–237, 410–411, 601
target market for, 56, 61, 144, 151, 154–157, 162	news coverage aimed at, 339
youth-oriented marketing, 223, 233, 265	smokeless tobacco and, 158–159
women	smoking cessation products and, 448
antitobacco programming and, 501	sponsorships aimed at, 158–159, 186, 224
smoking cessation programs and, 505	as target market, 57–59, 61, 80, 84–85, 157–
smoking initiation and, 277	159
smoking prevalence among, 151	for antitobacco advertising, 461–462
as target market, 55–56, 145, 154–157, 198–	viral marketing and, 109
200, 220	youth brands, 215–216, 600
history of, 360–361	advertising expenditures on, 84–85
tobacco control programs aimed at, 552	advertising exposure, 265

advertising themes for, 216-217

women's magazines, 346, 395-396

recognition of, 240, 257, 267-268, 279 rates of, 361, 361f self-image and, 232-238, 235t-236t, 278-280 sampling distribution and, 256, 265-266 vouth psychological needs, 213-216 stages in, 239 time-series studies of, 277-278, 537 gender and, 213, 217-220 influence of marketing and, 213-227, 278-280 youth smoking prevention campaigns effectiveness of, 150, 193, 196-197, 203, youth smoking 449–456, 484–492 adult smoking prevention efforts and, 606 brand image and, 232-238, 235t-236t, 278mass media, 433 news media and, 337 state-sponsored, 523-524, 536 cigarette prices and, 120, 506 tobacco industry-sponsored, 150, 190-193, entertainment media and, 42 204, 449, 469, 520, 522, 536, 553, 570– news coverage and, 343-344 571,602 point-of-purchase promotions and, 132, 158, youth smoking research, 238-268, 279-280 236, 599–600 controlled field experiments, 484-492, 486tprevalence of, 58 489t, 508, 535 video games and, 112-114, 601 cross-sectional studies, 241–258, 242*t*–255*t* youth smoking initiation longitudinal studies, 258–268, 259*t*–263*t*, 530 entertainment media and, 377, 380, 382, 382t, methodological issues, 238-240 389, 394 randomized studies, 233-238, 235t-236t family influences on, 383 YouTube, 601, 612 image enhancement and, 227-232, 228t-230t, 279 - 280influences on, 212-214, 266-267, 279-280 Z measures of, 513-514

news media effects on, 344

product placement and, 599, 601

Zack (brand), 106 zero marginal effect, 271