



Smoking and Music

	<p>Deconstructing Cigarette Ads in a Counter Advertising Workshop ©2004 Frank Baker, media educator</p>	
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SMOKING AND MUSIC

Another way in which BIG TOBACCO reaches its target audience is through the sponsorship of music concerts.

Through ads, such as the two below, and their involvement in the sponsorship of the concert series, they guarantee a large audience will see AND hear their names. (Notice also that this jazz festival features mostly black performers, and that it will certainly attract a largely black audience; note also that the KOOL and SALEM brands target young African Americans)

Read more: [Tobacco Industry's Targeting of Youth, Minorities and Women](#)

Ad below from Sept.30 2004 of Columbia (SC) Free Times weekly newspaper

THE KOOL NO JAZZ FESTIVAL

A PROGRESSION OF BEATS BY

ATLANTA OCT. 18-30

THE ROOTS COMMON OCTOBER 18, 7PM EARTHLINK LIVE	DE LA SOUL SLUM VILLAGE OCTOBER 19, 7PM EARTHLINK LIVE	RUBEN STUDDARD RHIAN BENSON OCTOBER 20, 7PM EARTHLINK LIVE
CALVIN RICHARDSON JAVIER OCTOBER 21, 7PM EARTHLINK LIVE	ERYKAH BADU TWISTA NINA SKY OCTOBER 22, 7PM DEKALB CIVIC	JILL SCOTT FLOETRY OCTOBER 23, 7PM DEKALB CIVIC
MONICA KEVIN LYTTLE OCTOBER 25, 7PM EARTHLINK LIVE	JURASSIC 5 AMEL LARRIEUX OCTOBER 26, 7PM EARTHLINK LIVE	ARRESTED DEVELOPMENT CALI-COMM OCTOBER 27, 7PM EARTHLINK LIVE
GEORGE CLINTON LYFE OCTOBER 28, 7PM EARTHLINK LIVE	CHAKA KHAN KINDRED OCTOBER 29, 7PM DEKALB CIVIC	LAURYN HILL MUSIQ OCTOBER 30, 7PM DEKALB CIVIC

call 877.259.JAZZ
for more info.

BLU RHYTHMS TO NU RHYMES

AN ASSOCIATION WITH
BLENDER
MAGAZINE

ticketmaster

100's, 17 mg. "tar", 1.4 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bwtarnic.com

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Events restricted to adults
18 and older. ID required.
Talent, locations and
details subject to change.



2003

STIR THE SENSES TOUR

3

DIFFERENT
PARTIES
DIFFERENT
VIBES

CALL FOR DETAILS

1.877.315.6218

CALLS RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

INTRIGUE

COMING MAY 2003 featuring

DJ Clue

MYSTERY

COMING AUGUST 2003 featuring

King Britt

SPLENDOR

COMING OCTOBER / NOVEMBER 2003

featuring

Dieselboy

BALTIMORE • PHILADELPHIA • NYC • PITTSBURGH • CLEVELAND • DETROIT
CHICAGO • INDIANAPOLIS • CINCINNATI • ST. LOUIS • MEMPHIS
NEW ORLEANS • ORLANDO • MIAMI • ATLANTA

RESTRICTED TO PATRONS 21 YEARS OF AGE OR OLDER.

REGULAR FULL FLAVOR: 18 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. For more product information, visit www.rjrt.com.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.