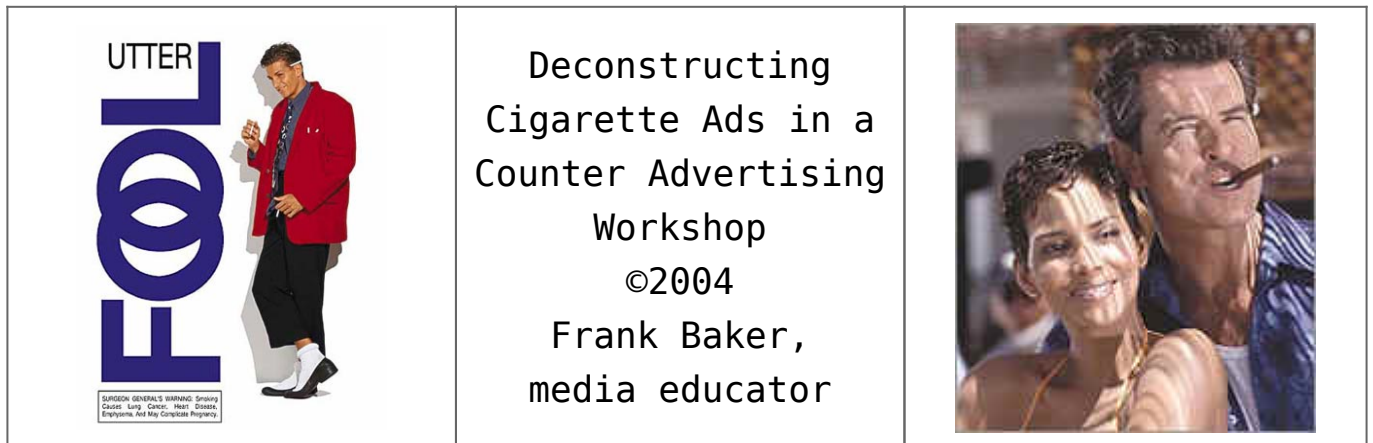


Smoking and Music



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 K00L 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 20 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 24, 7PM
EARTHLINK LIVE

ERYKAH BADU TWISTA NINA SKY
OCTOBER 25, 7PM
DEKALB CIVIC

JILL SCOTT FLOETRY
OCTOBER 26, 7PM
DEKALB CIVIC

MONICA KEVIN EYTTLE
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.

SALEM

2003

STIR THE SENSES
TOUR

3 DIFFERENT PARTIES
DIFFERENT VIBES

INTRIGUE
COMING MAY 2003 featuring
DJ Clue

MYSTERY
COMING AUGUST 2003 featuring
King Britt

SPLENDOR
COMING OCTOBER / NOVEMBER 2003
featuring
Dieselboy

CALL FOR DETAILS

1.877.315.6218

CALLS RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

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.