

# Index

## A

- Abrams v. United States*, 295
- Accord (brand), 167
- ACS (American Cancer Society), 310, 433, 442, 503, 508, 562, 564
- ACSH (American Council on Science and Health), 156
- Action on Smoking and Health (ASH), 550
- addictiveness
- avoidance of, in branded advertising, 150
  - news coverage of, 341
- adolescents. *See* youth
- Adult Use of Tobacco Surveys, 167
- Advance (brand), 461
- advertising theme, 146
  - misleading advertising, 310, 611
  - target market for, 59
- adventure theme, 148
- adverse health effects. *See* health consequences
- advertising, by tobacco industry. *See* tobacco advertising and promotion
- advertising bans
- ambiguities in legislation, 85–87, 101
  - broadcast, 82–83
  - Canada, 311
  - constitutional aspects, 300–301
  - effectiveness of, 275–276, 280–281
  - European Union, 312–313
  - global, 313–316
  - history of, 551
  - industry response to, 39–40, 272, 273*t*, 274–275, 280
  - partial, ineffectiveness of, 82–87, 280–281, 599
  - rationales for, 74–86
  - youth, 58, 157–158, 300
- advertising elasticity, 275–276
- advertising exposure. *See* media exposure
- advertising response functions, 270–272
- antitobacco messages, 607
  - brand-level, 270
  - market-level, 271*f*, 271–272
  - national-level, 270*f*, 270–271
- Advertising Review Council (ARC), 112–113
- 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
  - movies and, 362
  - opposition to state initiatives and, 583, 589–591, 590*t*, 592
- advertising-to-sales (A-S) ratio, 120–121, 123*t*, 268–269
- affective response, 29–30
- African Americans
- adolescent smokers, 215, 217
  - quitline use, 533
  - as target market, 56–57, 59, 144–145, 160–162, 198–200
- age groups. *See also* young adults; youth segmentation by, 57–58
- for antitobacco advertising, 461–462
- agenda-setting hypothesis, 42, 332, 605
- AHA (American Heart Association), 559, 561–562, 564
- ALA (American Lung Association), 433, 559, 562, 564
- Alaska Natives, as target market, 164–165, 171
- alcohol consumption, market segmentation and, 60–61
- “Alive with Pleasure” campaign, 224–225
- Altria Group. *See* Philip Morris USA
- ambivalent attitude, 33–34
- Amendment 3 (Missouri), 589, 590*t*, 591
- Amendment 35 (Colorado), 584, 587–588, 589*t*, 591, 591*t*
- American Academy of Family Physicians, Tar Wars program, 444
- American Cancer Society (ACS), 310, 433, 442, 503, 508, 562, 564
- American Council on Science and Health (ACSH), 156
- American Heart Association (AHA), 559, 561–562, 564
- American Indians, as target market, 164–165, 171
- American Legacy Foundation, 433, 567–571
- InfectTruth, 612
  - media literacy research, 198

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

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

## B

- badge products, 63
- BADvertising Institute, 444

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

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

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

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

marketing expenditures, 271–272, 273*t*, 274, 280  
 national media campaigns, 516–523  
 post-only, 511  
 pre-post, 511–512  
 smoking cessation programs, 504–506  
 state media campaigns, 523–527  
 youth smoking, 241–258, 242*t*–255*t*  
 cues, persuasive, 33  
 Cullman, Joseph F. III, 81, 142, 148  
 cultivation hypothesis, 42  
 cultural activities, sponsorship of. *See*  
     sponsorships  
 cultural values, antitobacco media and, 462  
 curiosity about smoking, youth and, 265–266  
 Curran, J. Joseph, Jr., 402  
     correspondence with MPAA, 414–421  
 Czech Republic, 257, 313

## D

Dakota (brand), 154, 156, 444–445  
 danger theme, 222  
 data analysis, statistical, 483–484  
 databases, 181, 213, 365, 377, 385, 434, 480  
 Davis, Bette, 362–363  
 Davis, Gray, 560–561  
*28 Days* (film), 374  
 Dean, James, 362, 364  
 death, in surreal advertising, 72  
 deceptive speech, 300–301. *See also* false  
     advertising; misleading advertising  
 decision making, 33, 55  
 Delaware, Legacy case in, 569–571  
 demand, ability of marketing to create, 212  
 demographic segmentation, 55–58, 143  
 depression reduction theme, 225–227, 278–279  
 designer cigarettes, 155  
 desirable associations theme, 146–149, 170, 410  
 Deukmejian, George, 556  
 developing countries, tobacco use in, 2–3  
 diffusion of innovations theory, 36–37  
 digital media, 358  
 digital technologies, 611  
 direct mail advertising, FTC definition of, 102  
 direct marketing, personalized, 144–145  
 direct vote. *See* state initiatives and referenda  
 discounted prices. *See* price discounts  
 disease outcome. *See* health consequences  
 distress reduction theme, 146, 170, 225–227,  
     278–279, 373  
 DOC (Doctors Ought to Care), 443–444  
 documentary analysis, 7–8  
 Doral (brand), 61, 156  
 Double Eagles (brand), 152  
 Douglas, Kirk, 362  
 dramas, tobacco use in, 371, 392–393  
 drug delivery devices, tobacco products as, 304  
 dual process models, of attitude and persuasion,  
     32–35  
 Duffin, Anne, 192  
 Duffy, Steve, 565  
 Dunhill (brand), 61  
*Dying for a Fag* (film), 522

## E

Eagan, Terry, 558  
*Ebony* (magazine), 161  
 Eckhart, Dennis, 404, 422  
 Eclipse (brand)  
     advertising theme, 146  
     Internet marketing, 111–112  
     misleading advertising, 310, 461, 610–611  
     secondhand smoke and, 167  
 econometric studies, of consumption-advertising  
     relationship, 272–277, 273*t*, 280  
 economic costs, as rationale for regulation, 75, 87  
 economics, of marketing expenditures, 269–272  
 editorial division, 38  
 EIC (Entertainment Industries Council), 403  
 Elaboration Likelihood Model (ELM), 33  
 elasticity of advertising, 275–276  
 emotional response  
     to antitobacco advertising, 457–460, 468,  
         609–610  
     in decision making, 33  
     tobacco use in movies and, 373  
 endorsements. *See* celebrity endorsements  
 Engle class-action suit (Florida), 180, 183  
 Entertainment Industries Council (EIC), 403  
 entertainment media, 357–428. *See also specific*  
     *medium*  
     commercial speech and, 399–400  
     devices restricting access to, 408–409  
     exposure to, 359–360, 373, 407, 409–411  
     health consequences and, 373–374, 389–390,  
         402  
     influence of, 42, 389, 601  
     media literacy and, 409–411  
     newer forms of, 398–399



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

## F

- Fairness Doctrine, 3, 44, 83, 509  
   creation of, 433, 469, 550–551, 606



- North Karelia Project, 442–443, 482, 485, 486*t*–489*t*, 495*t*, 501, 535
- First Amendment, 294–301, 316, 603
- California Tobacco Control Program and, 562
- categories excluded from, 295–296
- entertainment media and, 399–400
- Flair* (magazine), 145
- flighting, 271–272
- Florida
- antitobacco media campaign, 443
- Engle class-action suit, 180, 183
- Medicaid lawsuit, 565–567
- Teen Summit on Tobacco Education, 566
- Tobacco Pilot Program, 447, 565–567
- “truth” campaign, 512–515, 525–527, 536, 551, 566–567, 569
- youth smoking prevention, 447, 512–515, 565–566
- Florida Tobacco Control Program (FTCP), 343–344
- Florida Youth Tobacco Surveys, 344, 526–527
- focus groups
- in direct democracy campaigns, 583
- entertainment media effects, 376, 397
- Food, Drug, and Cosmetic Act, 305
- Food and Drug Administration (FDA)
- efforts to regulate tobacco products, 303–305, 316
- jurisdiction of, 294, 303, 316
- NRT approved by, 448
- tobacco advertising ruling, 551
- Food and Drug Administration Modernization Act (FDAMA), 298
- Forbes, Malcolm, 347
- Ford, James T., 559
- Ford, Yancey W., Jr., 169
- foreign brands, product placement of, 374
- foreign countries. *See also specific country*
- American products distributed in
- regulation of, 82, 315, 603–604
- Western brand imagery in, 170
- antitobacco media campaigns in, 522–523
- entertainment media in, 383, 400
- legislation in, 310–315
- tobacco use in, 2–3
- Formula One motor racing, 68–69, 313
- Fourteenth Amendment, 295
- Framework Convention on Tobacco Control (FCTC), 3, 44, 54, 294, 313–316, 603–604
- Article 13, 315, 603
- Internet marketing ban, 112
- news coverage and, 348, 351
- product placement ban, 118
- ratification of, 118, 315–316, 351, 603
- framing, 42, 583, 592, 605
- by news media, 333–335, 339, 350
- France, 105–106
- “A Frank Statement to Cigarette Smokers,” 76, 189–190
- free air time, for antismoking messages, 433, 550–551. *See also* Fairness Doctrine
- freedom of expression, 295, 310, 399, 603. *See also* First Amendment
- free sampling. *See* sampling distribution
- Fritsch, Marc, 195
- FTC. *See* Federal Trade Commission
- FTCP (Florida Tobacco Control Program), 343–344
- FUBYAS. *See* young adults
- Full Court Press (FCP) project, 531
- funding, tobacco control programs
- from cigarette excise taxes, 525, 528–529, 531–532, 562–563
- interactive health communications, 467
- from MSA, 510
- statewide, 554–555, 558–562, 562*t*, 563–564, 567–568, 571
- fun theme, 222–225, 278

## G

- Gauloises, 106
- gay population, as target market, 165–166
- gender. *See also* men; women
- adolescent psychological needs and, 213, 217–220, 278–279
- antitobacco programming and, 501
- entertainment media effects and, 385, 393
- image enhancement and, 227, 231
- segmentation by, 55–56, 144–145, 150–157
- smokeless tobacco use by, 234
- smoking cessation programs and, 505
- smoking initiation and, 277
- smoking prevalence by, 151
- General Cigar Company, 116
- geographic segmentation, 58–60, 143
- Gerard, Sue, 564
- Germany, 313, 497*t*
- Glantz, Stanton A., 404
- Glickman, Dan, 402

global bans, 313–316, 603–604  
 global brand equity, 126, 126*t*  
 global health, tobacco use and, 2–3, 54  
 globalization, media growth and, 2–3, 603–604  
 Goerlitz, David, 151  
 government, influence of news media on, 342  
 GPC (brand), 61  
 Great American Smokeout (ACS), 441, 503  
 Greece, 523  
 Greene, John, 563–564  
 guard dog function, 41  
 guerilla marketing. *See* viral marketing

## H

“Hall of Shame” Web site (Roswell Park Hospital), 153  
*Halo 2* (game), 113–114, 398  
 harm-reduced cigarettes, 61–62, 79, 611. *See also* potential reduced-exposure products  
 Harvard School of Public Health, 402  
 Havoc, June, 360  
 Hawaiian images, 164  
 health advocates, failure to respond to tobacco industry, 555–556  
 health behavior. *See* behavior  
 Health Belief Model (HBM), 30  
 health care costs, as rationale for regulation, 75, 87  
 health-conscious smokers, as target market, 59, 61  
 health consequences  
   avoidance of, in branded advertising, 150  
   cigar smoking and, 396  
   disparities in, 42–43  
   entertainment media and, 373–374, 389–390, 402  
   news coverage of, 341, 344, 395  
   as rationale for regulation, 75, 87  
   tobacco industry’s attempt to shift focus from, 553  
 Health Education Authority for England, Anti-Smoking TV Campaign, 500*t*, 507–508, 534  
 health information  
   news media as source of, 330  
   online, 463–468  
*Health News Index*, 331  
 health reassurances, 146, 166–168  
   deceptive advertising and, 77–78, 611  
   smoking initiation and, 277–278  
 health-risk promotion, tobacco industry strategy of, 195  
 health stories, defined, 331  
 health warnings  
   Canada, 312  
   cigars, 307–308  
   constitutionality of, 301  
   global rule on, 314  
   inadequate, tort claims based on, 302–303  
   pictorial, 601  
   regulations on, 302–304, 306–307, 311–312, 314, 601  
   smokeless tobacco, 307  
 Heartbeat Wales, 497*t*, 503  
*Heartland* (magazine), 145  
 heroic figure image, 155  
 Heuristic-Systematic Model (HSM), 33  
 hierarchical linear models, 483  
 Hill and Knowlton, 76  
 Hispanic Americans, as target market, 59, 145, 162–163, 198–200  
 Hitchcock, Alfred, 70  
 Hoffmeister study, 497*t*  
 holidays, marketing campaigns during, 60  
 hollow followers, 217  
 Holmes, Oliver Wendell, 295  
 homosexual population, as target market, 165–166  
 Hong Kong  
   advertising restrictions, 347  
   indirect advertising in, 105  
   packaging in, 107  
   youth smoking in, 257  
 Horizon (brand), 167  
*How Pro-Social Messages Make Their Way into Entertainment Programming*, 402  
 HSM (Heuristic-Systematic Model), 33  
 Hull, Jane Dee, 565  
 human-to-human interaction, in smoking cessation programs, 466–467  
 Hungary, 313

## I

IAA (International Advertising Association), 275  
 identity. *See* self-image  
 IEG (Independent Evaluation Group)  
   Sponsorship Report, 184  
 IHC. *See* interactive health communications  
 Illinois Consumer Fraud and Deceptive Practices Act, 309

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

retirement of, 158  
 youth market and, 217  
 Johnston, Myron, 57, 217  
 journalism, divisions of, 38  
 journalists  
   framing of news coverage by, 333–335, 339, 350  
   influence of advertising on, 345

## K

Kansas, antitobacco campaign, 446–447  
 Kelm, Thomas A., 555  
 Kent (brand), 63, 77, 148  
 Kent, Herbert A., 63  
 Kessler, David, 303  
 Kessler, Gladys, 76, 101  
 Keye, Paul, 557  
 Kilkenny Health Project, 497*t*  
 Killian, Mark, 564  
 Kim (brand), 155  
 King, James E., Jr., 567  
 Kizer, Kenneth W., 556  
 knowledge-gap hypothesis, 41–43  
 Kool (brand)  
   advertising themes, 147  
   brand image, 233  
   packaging design, 106, 149  
   target market for, 56–58, 60–61, 158, 161, 166  
   youth-oriented marketing, 233, 265  
 Kool Mixx campaign, 108, 144, 161–162

## L

labeling regulations, 302–304. *See also* health warnings  
   Canada, 311–312  
   global, 314, 603  
 laboratory-based experiments, 7  
 Lamb, Stephen P., 571  
 Landry, John, 56  
 Lanham Act, 75–76  
 Lark (brand), 363  
 latent quitters, 61  
 Lauria, Thomas, 346  
 learning, social cognitive theory of, 31–32  
 Legacy. *See* American Legacy Foundation  
 legislation, 293–316. *See also* advertising bans;  
   Fairness Doctrine; *specific law*  
   entertainment media, 399–400

international comparison of, 310–315, 603–604  
   state (*See* state initiatives and referenda; *specific state*)  
 legislative ambiguities, partial advertising and, 85–87, 101  
 lesbian, gay, bisexual, and transgender (LGBT) populations, as target market, 165–166  
*Life* (magazine), 161  
 lifestyle advertising, Canadian ban on, 311–312  
 lifestyle analysis, 62  
 Liggett & Myers (L&M)  
   corporate image, 182  
   indirect advertising, 105  
   marketing expenditures, 123, 124*t*  
   package design, 106  
   product placement, 116  
   targeted marketing, 56, 166  
 light cigarettes  
   corrective advertising for, 460–461  
   deceptive advertising, 76, 78, 308–309  
   marketing expenditures on, 127, 128*f*  
   target market for, 166–168  
 Limited Capacity Model of Motivated Mediated Message Processing, 34  
 linear models, 483  
 line extensions, segmented market campaigns for, 59  
 lingering effect of advertising, 271  
 LISREL analyses, 456  
 literacy skills, interactive health communications and, 465  
 litigation. *See also specific lawsuit*  
   corporate advertising and, 197, 203  
   against tobacco companies, 182–183  
 L&M. *See* Liggett & Myers  
 Loewy, Raymond, 64  
 logos, 63–64, 218, 311  
 longitudinal studies, 238, 484–485  
   entertainment media effects, 378*t*–379*t*, 383–385, 384*f*, 412  
   news media effects, 349  
   population-based, 510–516, 535  
     national campaigns, 515–516, 536  
     state campaigns, 512–515, 530, 535–536  
   youth smoking, 258–268, 259*t*–263*t*  
 Lorillard Tobacco Company. *See also specific brand*  
   advertising themes, 226–227  
   California Tobacco Control Program and, 562

- corporate image, 182, 192
  - correspondence with California Assistant Attorney General, 422
  - deceptive advertising, 77
  - Legacy case, 569–571
  - marketing expenditures, 124*t*, 125*t*
  - opposition to state initiatives, 621
  - package design, 106
  - product placement, 401
  - targeted marketing, 56–58, 62, 170
  - youth-oriented marketing, 217, 224–227
  - youth smoking prevention campaign, 150, 190–192, 433, 449, 462, 570
  - Lorillard v. Reilly*, 298, 300, 302
  - low-tar cigarettes
    - corrective advertising for, 460–461
    - deceptive advertising, 76–79, 308–310
    - smoking initiation and, 277–278
    - target market for, 166–168
  - Lucky Strike (brand)
    - logo, 63–64
    - magazine advertising, 363
    - product placements, 374
    - target market, 55, 155, 360
    - viral marketing, 109
  - Lundberg, George D., 330
- M**
- MADD (Mothers Against Drunk Driving), 188
  - magazine(s). *See also specific magazine*
    - coverage of tobacco-related issues in, 337–338, 345–346
    - influence of advertising on, 345–346, 395–396
    - promotional, 145, 396
    - tobacco-related content in, 395–396
    - women's, 156–157, 346, 395–396
  - magazine advertising, 83, 395–398
    - antitobacco, 438*t*–440*t*, 441
    - blue-collar market, 153
    - content analysis of, 396–397
    - dominant themes in, 146–147
    - ethnic-oriented, 161
    - expenditures on, 126, 127*t*
    - female-oriented, 156–157, 346, 395–396
    - FTC definition of, 103
    - LGBT-oriented, 165
    - religious-oriented, 168
    - in target marketing, 144
    - trend influence and, 110
    - youth market, 84–85, 157–158, 233, 236, 241, 397
  - Malaysia, 105
  - Malmgren, Kurt L., 557
  - Mangini v. R.J. Reynolds Tobacco Company*, 58
  - Marden, Roy, 183
  - marginal effects, 271–272
  - marketing
    - consumer, 5
    - neural, 35
    - stakeholder, 5
  - marketing expenditures, 100, 118–127, 119*t*, 120*t*, 121*t*–125*t*, 132–133, 598–599
    - advertising bans and, 272, 273*t*, 274–275
    - antitobacco, 607–609
    - by brand, 125*t*, 126, 133
    - cigars, 127–129, 129*t*
    - classification of, 102–105, 126–127
    - by company, 123, 124*t*, 133
    - corporate image advertising, 193, 194*f*
    - cross-sectional studies of, 273*t*, 274
    - economics of, 269–272
    - light cigarettes, 127, 128*f*
    - by media type, 119, 121*t*, 126, 127*t*
    - smokeless tobacco, 129–130, 130*t*, 133
    - sponsorships, 184
    - time-series studies of, 272–274, 273*t*
    - tobacco consumption relative to, 212–213, 268–278, 280
      - econometric studies, 272–277, 273*t*, 280
    - youth brands, 84–85
  - marketing strategy, development of, 54–55
  - marketplace rationale, for free speech, 295
  - market research, 39
  - market segmentation, 55–62, 86, 143–145. *See also* targeted marketing; *specific segment*
    - behavioral, 60–62, 143
    - demographic, 55–58, 143
    - geographic, 58–60, 143
    - psychographic, 62, 143
  - Marlboro (brand)
    - advertising code violations, 81
    - advertising themes, 146–147, 220–221, 223, 226
    - brand image, 63, 66, 233
    - indirect advertising, 105
    - integrated marketing communications, 66–68
    - marketing expenditures, 126, 133
    - package design, 107
    - product placement, 374
    - surreal advertising, 69–71, 85

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

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



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

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

Norway  
 antitobacco media campaign, 522  
 indirect advertising in, 105  
 youth antitobacco programs, 491–492  
 No Smoking Day (UK), 442, 534  
*Now, Voyager* (film), 362–363  
 NRT (nicotine replacement therapy), advertising  
 of, 434, 448, 455, 458, 469, 607

## O

objectivity, in news stories, 39  
 occasion-themed advertisements, 60  
 occupational practices, systematic approach to,  
 38–39  
 O'Connor, Sandra Day, 302, 305  
 Office of National Drug Control Policy, 522, 601  
 Office on Smoking and Health (OSH), 402–403,  
 433  
 Ohio, Issue 4, 584  
 Oklahoma, Question 713, 584, 586–587, 587*t*,  
 591, 591*t*  
 Old Gold (brand), 432  
 O'Loughlin study, 498*t*  
 Omaha Platform of the Populist Party, 578  
 Omni (brand), 167  
 Omnibus Nonsmoking and Disease Act  
 (Minnesota), 553  
 online smoking cessation programs, 463–468,  
 606, 611–612  
 online support groups, 466–467  
 online therapists, 466–467  
 onserts (Philip Morris), 600  
 opinion leaders  
 media effect on, 36  
 as target market, 198–200  
 opinion polls, in direct democracy campaigns,  
 583–584  
 Oregon  
 tobacco control program, 531–532  
 youth antitobacco programs, 491  
 organizational-level framework, for media effects  
 research, 25, 27, 36–40  
 organizational specialization, 38  
 OSH (Office on Smoking and Health), 402–403,  
 433  
 outdoor advertising  
 antitobacco, 438*t*–440*t*, 441, 444  
 ban on, 59, 83–84, 158  
 ethnic market, 163

expenditures on, 126, 127*t*  
 FTC definition of, 103  
 health warnings mandated for, 307  
 LGBT-oriented, 166  
 shift to, 551, 599  
 target market for, 59  
 themes in, 223  
 outdoor life theme, 147–148

## P

Pacific Islanders, as target market, 163–164  
 packaging, 106–108, 133, 149, 600–601  
 accessories, 107  
 global rule on, 603  
 warnings on (*See* health warnings)  
 Pall Mall (brand), 154  
*pan masala*, 105  
 Papua New Guinea, 74  
 Paramount Pictures, 401  
 parental behavior, youth smoking and, 266  
 parental supervision, of entertainment media,  
 407–409  
 Park, Robert, 40  
 passive smoking. *See* secondhand smoke  
*Pearson v. Shalala*, 299  
 peer acceptance, adolescent need for, 36, 216–217,  
 265, 278, 383  
 perceived effectiveness, 457  
 Perpich, Rudolph G., 554–555  
 personality characteristics, market segmentation  
 by, 62, 143  
 personalized direct marketing, 144–145  
 persuasion, 55  
 neural routes of, 35  
 persuasion models, 29–30  
 dual process, 32–35  
 pharmaceutical industry advertising, 434, 448,  
 455, 458, 469, 607  
 philanthropic events, sponsorship of. *See*  
 sponsorships  
 Philip Morris USA. *See also specific brand*  
 advertising themes, 147, 220, 226  
 antitobacco advertising, 457, 462  
 “Bill of Rights” tour, 443  
 California Tobacco Control Program and, 558  
 corporate advertising, 180–184, 189–198, 194*f*,  
 198–202  
 corporate Web site, 197–198  
 deceptive advertising, 78

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

Project SCUM, 165  
 “Project Sunrise” (Philip Morris), 195  
 “Project Whisper” (BAT), 110  
 promotion, of tobacco products. *See* tobacco advertising and promotion  
 promotional allowances  
   expenditures on, 119, 122*t*, 132–133  
   FTC definition of, 103  
   mechanics of, 131  
 promotional magazines, 145, 396  
 promotional planning, 55–62, 87  
 propaganda model, 29, 40  
 Proposal A (Michigan), 585, 619–626  
 Proposition 65 (California), 308  
 Proposition 86 (California), 588–589, 590*t*, 591  
 Proposition 99 (California), 390, 446, 528–529, 556, 559, 561–562, 584  
   tobacco industry opposition to, 585–586, 586*t*, 590*t*, 591  
 Proposition 188 (California), 584  
 Proposition 200 (Arizona), 562–565, 571  
 Proposition 206 (Arizona), 584  
 protection motivation theory, 31  
 4Ps (product, price, place, promotion), 54  
 PSAs (public service announcements), 481, 533, 536–537, 550–551  
*Psycho* (Hitchcock), 70, 72  
 psychographic segmentation, 62, 143  
 psychological mechanisms  
   of communication, 34  
   of persuasion approach, 29–33  
 psychological needs, adolescent, 213–216  
   gender and, 213, 217–220  
   influence of marketing and, 213–227, 278–280  
 psychological responses, to tobacco control advertising, 609–610  
 Public Airways Act, 392  
 public entertainment events, FTC definitions of, 103–104  
 Public Health Cigarette Smoking Act, 82, 101, 306  
 public-health-sponsored campaigns, televised, 445–448, 469  
 public image. *See* corporate image  
 public opinion  
   media effects on, 27, 29  
   news media as source of, 330, 332–333, 336, 351  
 public relations. *See also* corporate advertising primary tools of, 184  
   in targeted marketing, 145

public relations campaign, integrated, 198–202, 199*f*  
 public service announcements (PSAs), 481, 533, 536–537, 550–551  
 pulsing, 271–272  
 puns, in advertising, 72

## Q

qualitative analysis, of media content, 7–8, 376–377, 609–611  
 quantitative analysis, of media content, 7–8, 609–611  
 quasi-experimental designs, 7, 390, 480, 482, 484, 493, 508. *See also* controlled field experiments  
 Quebec Court of Appeal (Canada), 311–312  
 Quebec Superior Court trial (Canada), 57  
 Question 1 (Massachusetts), 584, 586, 587*t*, 590*t*  
 Question 4 (Nevada), 584  
 Question 713 (Oklahoma), 584, 586–587, 587*t*, 591, 591*t*  
 quit and win contests, 442–443, 503  
 “Quit for Life” programs (Australia), 493, 494*t*, 498*t*, 501–502, 504, 509, 515, 533–534  
 quitlines, 606, 608  
   calls to, effect of media campaigns on, 533–534  
   television advertising of, 508

## R

race. *See also specific racial group*  
   quitline use and, 533–534  
   segmentation by, 56–57, 59, 144–145, 160–165  
     for antitobacco advertising, 462–463  
 Racketeer Influenced and Corrupt Organizations (RICO) Act, 76, 101  
 radio advertising  
   antitobacco, 438*t*–440*t*, 441, 490  
   ban on, 83, 142  
   Fairness Doctrine and, 550  
   FTC definition of, 105  
   history of, 432–433  
 randomized studies, 238–239  
   tobacco control campaigns, 482–484, 493, 512  
   youth advertising exposure, 233–238, 235*t*–236*t*  
 rating systems, movie, 400–401, 404–408  
 rational thinking, 33  
 reach, audience, 374–376  
*Real Edge* (magazine), 145

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

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



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

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

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

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

- transit advertising, FTC definition of, 105  
 Transtheoretical Model (TTM), 32  
 Tremor, 109  
 trend influence marketing, 110  
 True (brand), 146  
 “truth” campaign  
     American Legacy Foundation, 31, 433, 447,  
     456, 462, 520–522, 536, 551, 569, 571  
     Florida, 512–515, 525–527, 536, 551, 566–567,  
     569  
 TTM (Transtheoretical Model), 32  
 tunnels of influence, 159–160  
 TUPAC (Tobacco Use Prevention Advisory  
     Committee), 564  
 Turkey, 105  
 Twentieth Century Fox, 401  
 two-step flow hypothesis, 36  
 type I errors, 483, 536

## U

- ultralight cigarettes, 166–168  
 United Kingdom  
     advertising code violations, 82  
     antitobacco media campaign, 462, 522–523  
     legislation, 69, 313  
     magazine advertising, 396–397  
     market segmentation, 57  
     media-effects research, 276  
     news coverage, 342  
     No Smoking Day, 442, 534  
     smoking cessation programs, 500*t*, 507–508,  
     534  
     surreal advertising, 68–74, 85  
     youth-oriented marketing, 214  
     youth smoking, 257, 264, 267–268  
     youth smoking prevention campaign, 463  
*United States v. Philip Morris USA Inc., et al.*, 101  
*United States v. United Foods, Inc.*, 299  
 Universal City Studios, 401  
*Unlimited* (magazine), 67, 145, 223  
 Uptown (brand), 161–162  
 urea, 570–571  
 U.S. Congress  
     entertainment media hearings, 404  
     FDA authority legislation, 305  
     FTC reports to, 306–307  
 U.S. Constitution  
     direct votes under, 579–580  
     First Amendment (*See* First Amendment)  
         Supremacy Clause, 301  
     U.S. Department of Justice (DOJ), RICO Act  
         violations lawsuit, 101, 213  
     U.S. Food and Drug Administration. *See* Food  
         and Drug Administration (FDA)  
     U.S. Smokeless Tobacco Corporation (USST),  
         144–145, 154  
     U.S. Supreme Court  
         *versus* Canadian Supreme Court, 312  
         FDA governing statute ruling, 304–305  
         First Amendment cases, 295–300  
         impact on advertising restrictions, 300–301  
         tar and nicotine ratings ruling, 309  
         user navigation, integrated health  
             communications, 464  
         user status, market segmentation by, 61  
     USST (U.S. Smokeless Tobacco Corporation),  
         144–145, 154  
     Utah, tobacco control programs, 455

## V

- Valenti, Jack, 402–404  
     State Attorneys General correspondence with,  
     418–421  
*Valentine v. Chrestensen*, 296  
 validity, 7  
 value brands, 61  
 values, 30–32  
 Vantage (brand), 80, 148  
 Vatican art treasures exhibition, 185  
 V-Chip, 408–409  
 Vermont  
     entertainment media study, 407  
     school-based programming, 490  
     smoking cessation program, 507  
*VIBE* (magazine), 161  
 Viceroy (brand), 162  
 video advertising, FTC definition of, 102, 105  
 video games, 358  
     as advertising vehicle, 112–114, 601  
     content analysis of, 398  
     violence in, 398  
 Vierthaler, Bonny, 444  
 Vietnamese-American men, smoking cessation  
     program, 500*t*, 507  
 vilification clause (MSA), 569–571  
 violence  
     in entertainment media, 388, 406  
     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  
 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

## W

Warner Brothers Entertainment, 401  
 warnings. *See* health warnings  
 Waxman, Henry, 561  
 Wayne County (Michigan) Medical Society  
   Foundation, 444  
 Web sites. *See also* Internet  
   Legacy, 612  
   tobacco company  
     content analysis of, 398  
     corporate advertising on, 197–198  
     FTC definition of, 102  
 wholesale promotional allowances, FTC definition  
   of, 103  
 Willy the Penguin, 158  
 Wilson, Pete, 558–560  
 Wilson, Rip, 564  
 Winfield (brand), 59  
 Winston (brand)  
   advertising themes, 147  
   brand image, 63, 233  
   natural cigarettes, 79  
   packaging design, 149  
   product placement, 374  
   target market for, 56, 61, 144, 151, 154–157, 162  
   youth-oriented marketing, 223, 233, 265  
 women  
   antitobacco programming and, 501  
   smoking cessation programs and, 505  
   smoking initiation and, 277  
   smoking prevalence among, 151  
   as target market, 55–56, 145, 154–157, 198–  
     200, 220  
     history of, 360–361  
   tobacco control programs aimed at, 552  
 women's magazines, 346, 395–396

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  
     Convention on Tobacco Control)  
   International Quit and Win Campaign, 443  
 World No Tobacco Day (May 31), 118, 442, 503  
 World Wide Web. *see* Internet; Web sites  
 World War II propaganda, 29, 40

## Y

Yale University, 29, 40  
 young adults  
   brand loyalty, 159  
   entertainment media and, 372  
   as target market, 159–160, 214, 223–224, 226  
 youth  
   access to tobacco products, FDA regulation of,  
     303–304  
   advertising bans, 58, 157–158, 300  
   antitobacco ads created by, 443–445  
   ban on tobacco sales to, 305  
   brand loyalty, 57, 159  
   communication channels used by, 157  
   corporate advertising and, 601–602  
   curiosity about smoking, 265–266  
   entertainment media and, 358–360, 370–372,  
     376–377, 380–384, 394–395, 406–409, 412  
   image of tobacco industry, 191–192, 198, 202,  
     204, 232–238, 279  
   Internet marketing to, 109–110, 409, 601, 612  
   magazine advertising, 84–85, 157–158, 233,  
     236, 241, 397  
   media exposure, 434, 435*t*–437*t*  
   media literacy of, 236–237, 410–411, 601  
   news coverage aimed at, 339  
   smokeless tobacco and, 158–159  
   smoking cessation products and, 448  
   sponsorships aimed at, 158–159, 186, 224  
   as target market, 57–59, 61, 80, 84–85, 157–  
     159  
     for antitobacco advertising, 461–462  
   viral marketing and, 109  
 youth brands, 215–216, 600  
   advertising expenditures on, 84–85  
   advertising exposure, 265  
   advertising themes for, 216–217

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

## Z

- Zack (brand), 106
- zero marginal effect, 271