ANNOTATED BIBLIOGRAPHY

PRIMARY SOURCES

BOOKS

The Lucky Strike ad featuring Constance Talmadge appeared in this book.

VIDEOS

<http://www.youtube.com/watch?v=yNQn_3hgbfM>
I watched the video on how the Surgeon General, Luther K. Terry, reported the research finding on the relationship between smoking and health.

<http://www.youtube.com/watch?v=IR-Wn5ND7Mg>
This is the video for the last tobacco commercial broadcast on TV in 1971 in the United States of America.

WEBSITES


<http://chroniclingamerica.loc.gov/lccn/sn99021999/1913-05-11/ed-1/seq-56/>. I found an example of a 1913 Bull Durham ad in the Omaha Daily Bee (Omaha, Nebraska) newspaper.
I found an example of a 1916 Bull Durham ad in the Corpus Christi Caller and Daily Herald ( Corpus Christi, Texas) newspaper.

I discovered an example of a 1913 Bull Durham ad in the San Francisco Call (San Francisco, California) newspaper.

I discovered an example of a 1916 Bull Durham ad in the Daily Ardmoreite (Ardmore, Oklahoma) newspaper.

I used this website to find tobacco ads that targeted youth. Some examples would be Joe Camel, Lucky Strike, Chesterfield, Newport, Salem, etc. Also, I included a Joe Camel ad on my heading.

I found several tobacco ads with celebrities including Ronald Reagan, Constance Talmadge, Gary Cooper, Kirk Douglas, Jimmy Durante, Henry Fonda, Carver Dana Andrews, June Collyer, Claudette Colbert, Lucille Ball, Janet Blair, Jean Corbett, Joan Corbett, etc.

I found several examples of tobacco ads featuring doctors and nurses smoking.

I found a Winston cigarette commercial featuring the Flintstone characters.

I found an image of the first tobacco advertisement from this website.
SECONDARY SOURCES

BOOKS

I included a quote on my "Home" page that said that tobacco advertising and promotion are not the only causes of smoking in a population, but still are the primary causes.

"Smoking Advertisements Influence Teen Smoking." How Does Advertising Impact Teen Behavior?  
On my "So What?" page, I wrote about how tobacco companies currently are mainly targeting pre-teens, teenagers, and very young adults. It also stated how the United States Surgeon General's report on smoking was a landmark in history.

Tobacco Control Policy.  
I included two quotes on my "Conclusion" page from this book. One stated that ever since the first Surgeon General's Report on Smoking and Health in 1964, the government has been striving to discourage cigarette smoking. The other said the more types of cigarette advertising are banned, the less smokers there will be.

Consuming Kids "Joe Camel Is Dead."  
I included a quote from page 168 on my "Rights" page that said how tobacco is different from other legal products. I included two quotes from page 169 on my "So What?" page stating that tobacco marketing is effective, especially with children, and how after the Master Settlement Agreement, the money spent on tobacco advertising increased by about 42 percent. Another quote I included on my "Background of Tobacco Advertising" page is from page 173, which said that the Joe Camel campaign was to associate Joe Camels with themes. Some other quotes I included were on my "So What?" page. They stated that kids vulnerable to messages in advertisements were more likely to use products with those themes and it is antisocial for the tobacco industry to try to market tobacco products to children. I wrote on my "So What?" page about how cigarette companies still market their products to children but in a different way. I also learned how studies have shown that kids exposed to movies with scenes featuring the characters smoking are more likely to think smoking is okay and more people do than reality.
*Advertising Sin and Sickness* "Emergence of the Postwar Antismoking Movement."
I wrote about how Surgeon General Luther Terry and his committee compiled studies to show the relationship between smoking and disease and how Lucy Page Gaston was an outstanding leader of the antismoking movement. I included numerous quotes on my "Early Anti-Smoking Movements" page, "Historical Context" page, and "Background of Tobacco Advertising" page.

*Regulating Tobacco. "Marketing Policies."*
I included quotes on my "Rights and Responsibilities" and "Conclusion" pages. They were about how current warning labels are not very effective, the government needs to be more involved in tobacco advertising issues, and advertising bans would effectively decrease the number of tobacco users.

*Children, Adolescents, and the Media*
I inserted a graph on page 291 onto my "Master Settlement Agreement-1998" page. It let you see how many kids recognized Joe Camel and the Disney Channel logo.

**MAGAZINE ARTICLES**

I included a quote saying how the FTC dealt with cigarette companies' exaggerated health claims in their advertisements.

**WEBSITES**

I included an image stating that cigarette ads on TV and radio affected children, which caused them to be banned. It also had a statement saying that the tobacco industry continued to advertise in other ways that reached children.

I learned that advertising is protected by the First Amendment as long as it is not deceptive and contains lawful activity.


I learned about NPM's and how they weren't very effective because the payments were not what they were supposed to be.


I learned how the majority of new smokers are children and teens and how the whole tobacco industry tried to market cigarettes to children.

I learned about the highlights of warning labels for cigarette packages in the U.S. I also included a quote about comparing U.S. graphic warning labels to other countries' on my "So What?" page.

I learned more about the Master Settlement Agreement and placed an image of information about the Master Settlement Agreement on my "Master Settlement Agreement-1998" page.

I found a pie chart giving the statistics on how many people died from what kind of cancer and placed it on my "Home" page.

I learned about how old most adult smokers were when they started smoking.

I found out how until the American Civil War, manufacturing was primarily done by hand which limited sellings. Also, Bull Durham became the largest selling tobacco brand in the world.

I included a quote on my "So What?" page that stated the government needs to do more about regulating cigarette advertising.


I placed a quote about the numerous efforts from the government to decrease smoking because of Surgeon General Luther Terry's report on smoking and health on my "Conclusion" page.

I found a video, Deadly Persuasion, by Jean Kilbourne on this website. It talked about tobacco marketing.

I learned about this settlement's background and specific requirements on the tobacco companies.

I learned about the decline in the number of smokers and the economic costs for health care. Overall, it described how smoking is an incredibly unhealthy thing to do.

I put in an image of information about Participating Manufacturers (PMs) and the reasons to signing the Master Settlement Agreement.

I learned how the Master Settlement Agreement's main goal was to make the number of smokers decline, mainly the youth.

I included an image of information on how tobacco smoke has many unhealthy, cancer-causing ingredients. I also learned some negative health effects of smoking, how smoking is addictive because of nicotine, and many more harms of smoking.

I included an image about how cigarettes are heavily marketed, a lot of money is spent on
advertising, smoking occurs in more than 3/4 box-office hit movies, and controlled field experiments show that mass media campaigns can curb youth smoking.


<http://publichealthlawcenter.org/topics/tobacco-control/tobacco-control-litigation/master-settlement-agreement>.

I discovered information about the Master Settlement Agreement of 1998 in this website.


I learned about the case that the FDA had at the United States Court for Appeal for the District of Columbia to have graphic warning labels. I included quotes from judges, showing both view points: there should/shouldn't be graphic warning labels, on my "Graphic Warning Labels" page. Sadly, the FDA lost the case.


I included two images about graphic warning labels. One was about how graphic warning labels are very effective but need to be changed every so often. That was placed on my "Family Smoking Prevention and Tobacco Control Act-2009." The other image was about what kind of graphic warning label is the most effective. That was placed on my "Graphic Warning Labels" page.

<http://nber.org/papers/w6958>.

I included an image on my "Rights and Responsibilities" page that stated that comprehensive advertising bans could decrease the number of smokers by 6.3%.

<http://www.druglibrary.org/Schaffer/LIBRARY/studies/nc/nc2b.htm>.I learned some background information about the health warning requirement and bans on advertising for cigarette companies.

I placed an image of things tobacco companies said in secret industry documents that were released to the public after the Master Settlement Agreement on my "Master Settlement
Agreement-1998" page. I also included a quote by Judge Kessler that stated that tobacco companies intentionally targeted children in the past on my "Home" page. Also, I quoted that youth are three times more susceptible to cigarette advertisements than adults.

I included a quote about how 8 million lives were lengthened because of Surgeon General Luther Terry's report on smoking and health.

I found an image of Robert Jackler on this website.

I learned about Robert Jackler on this website.

I learned about the Master Settlement Agreement and what it made seven tobacco companies do.

I used the image of a newspaper discussing Surgeon General Luther Terry's 1964 report on my heading.

I found out about Jon P. Nelson and found an image of him from this website.

I placed a quote on my "Historical Context" page that said that percentages of American smokers have decreased since 1964, but the numbers remain about the same.

I found when and where the first tobacco advertisement was made.


<http://www.tobaccofreekids.org/what_we_do/state_local/tobacco_settlement/>. I learned how a lot of the states are barely using any money from the tobacco companies.

<http://www.tobaccofreekids.org/press_releases/post/id_0792>. I found how tobacco companies used other ways to promote their products to youth, based on the 2002 FTC report, four years after the Master Settlement Agreement.


<http://www.tobaccofreekids.org/press_releases/post/id_0253>. I learned that teens are exposed to tobacco advertising more than adults.


I found out about Dr. James D. Sargent and an image of him on this website.

I learned about who Merrie Brucks was, what she researched, and the awards she won on this website.

I placed a quote stating what the First Amendment does on my "Rights and Responsibilities" page.

I found the nine graphic warning labels on this website.

I found the original survey of the preschoolers matching logos with names featured in the book, Children, Adolescents, and the Media, in this website.

I included a picture and a quote on my "Conclusion" page about the 50th anniversary of Surgeon General Luther Terry's report on smoking and health.

I obtained two quotes (on the "Why Regulate" page) about the impact of the 1964 Surgeon General's report and the health consequences of smoking. I also learned that two surveys, ten years apart, found that only 44% of the U.S. population thought that smoking caused cancer in 1958, while 78% believed so in 1968.
<http://search.vt.edu/search/person.html?person=1325139>. I found out about Professor Wat Hopkins here and found the image of him.


Wine & Bowties,""CAN I BUM A CIG?"." Wine Bowties. n.d. Web. 15 Nov. 2013. <http://wineandbowties.com/art/can-i-bum-a-cig/>. I learned even more about the Bull Durham company. I learned that vintage advertising and the usage of Joe Camel were very effective and increased the number of sellings in tobacco products. Furthermore, I found an example of a Bull Durham ad.

World Health Organization (WHO),"Ban Tobacco Advertising to Protect Young People." WHO. 29 May 2013. Web. 10 Nov. 2013. <http://www.who.int/mediacentre/news/releases/2013/who_ban_tobacco/en/>. I found out more reasons why tobacco advertising was banned/regulated in the United States as well as the world. Also, I learned that 1/3 of all the countries have little or no restrictions on tobacco advertising.