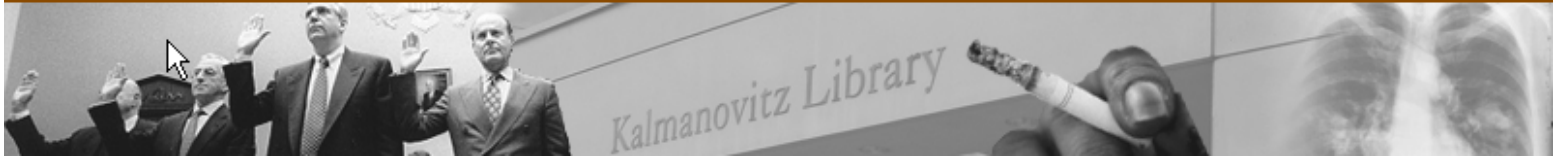


# LEGACY TOBACCO DOCUMENTS LIBRARY



## ANNUAL TOBACCO DOCUMENTS WORKSHOP:

### PUTTING THE TOBACCO INDUSTRY'S WORDS TO WORK FOR YOU

#### Tobacco Control Advocacy and Corporate Accountability Event: Register Now!

The University of California, San Francisco Center for Tobacco Control Research and Education, an interdisciplinary research community, announces its one-day workshop on using tobacco industry documents for advocacy.

The workshop will cover: introduction to tobacco industry documents databases, including the multimedia database; hands-on practice searching and extracting key industry documents under the supervision of expert documents researchers; examples of ways in which the documents can be of use to promote tobacco-free communities; and opportunities to network and brainstorm with top documents researchers and other advocates. Featuring:

- Lunch time presentation by Stanton Glantz, Professor of Medicine and Director of the CTCRE
- *Thursday Night Live* free special pre-workshop, "How to Make Changes in Public Policy," with attorney/policy expert Richard Barnes. More details upon registration.

Cost: \$25 registration fee to reserve your place, refundable upon completion of the workshop. Deadline is April 24th. Registration is on first come, first served basis and space is limited to 38 participants. A California cuisine lunch and resource materials will be provided. The locations are ADA accessible.

Applications for a 2010 Legacy Travel Scholarship to Increase Diversity may be requested. The deadline for the scholarships application is April 12, 2010.

For more information and to register for the workshop, please contact:

Jennifer Lau, [Jennifer.Lau@ucsf.edu](mailto:Jennifer.Lau@ucsf.edu)

Place: University of California, San Francisco, Kalmanovitz Library  
530 Parnassus Avenue, Suite 366 - San Francisco, California 94143

Date: Friday, May 21, 2010

Time: 9:30 am to 4:00 pm

"I think the segments when people discussed what they were doing in their communities was valuable. I also think that the hands-on portion of the workshop was of great value."

"I especially appreciated the hands-on demonstrations and searching session. It allowed me to navigate the website in a professional, yet friendly atmosphere. I also truly enjoyed Dr. Glantz!"

**VETO OF ANTI-TOBACCO**  
Case Analysis: ARGUMENTS

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#### Program: Inner-City Black Targeted Brand

#### Objective

The objective of this program is to develop and introduce a distinctive cigarette brand targeted at the inner-city Black smoker.

#### Description

- This brand will leverage the Black consumers' desire to use products which:
  - are distinctive and are associated primarily with Blacks, and
  - are more "potent" (e.g., Blacks drink malt liquor rather than beer).
- This brand will incorporate many distinct features which will appeal to the Black smoker.

#### -Product

#### Description

- menthol with strong tobacco taste
- 20+ mg. of tar
- cork tipping
- larger circumference

#### STATEMENT OF BUSINESS

es, cigarette volume declined by 16% in 1969 - and we can anticipate an additional decline in 1970.

al years, the consumer has been literate and tobacco propaganda - to include strong tar and nicotine cigarettes are "better" than those of low tar brands have been introduced. It has become obvious that the great majority of smokers are not receptive to the idea of switching to a "hot-air" brand. They would rather quit than settle for a brand that these people are concerned about. We must conclude that only a breakthrough in the form of a good taste and low numbers - will attract the normal flavor smokers.

ph the consumer has been waiting for, VANTAGE is actually a plus in the market. VANTAGE and similar products will, in the long run, be the full flavor/low tar category: the full flavor/low tar normal flavor smoker can move without