



Paul Hogan

Hogan to get brief reprieve

By ISABEL LUKAS

Winfield cigarette advertisements and billboards featuring Paul Hogan will continue to be seen for the next few weeks.

This follows an extension of time being granted by the chairman of the Advertising Standards Council, Sir Richard Kirby, after the cigarette company, Rothmans of Pall Mall (Aust) Ltd, told the council that it could not withdraw all the advertisements and posters by the end of this month.

Sir Richard ruled on May 2 that Rothmans "should take steps as from next week to have Mr Hogan excluded from their cigarette advertising."

He said then "it would be reasonable for them (Rothmans) to have the rest of May and all of June to stop his inclusion altogether."

Sir Richard's decision was given on a complaint first made 19 months ago that the Winfield advertisements featuring Mr Hogan contravened Clause 4 of the Voluntary Code of Self-Regulation for cigarette advertising.

The clause says: "No advertising for cigarettes may include persons who have major appeal for children or adolescents under 18 years of age."

Last night Sir Richard said that about two days after he had announced his decision, Rothmans had approached the secretary of the council because it could not comply with the decision by the end of June.

Sir Richard said he had agreed to give Rothmans extra time because he had not consulted the company before making his decision as to how long it would take to discontinue the advertising campaign.

In making his decision he had not imposed a strict deadline and that had been the reason for using the words which he had chosen.

Sir Richard said that sporadic advertisements would appear throughout next month in magazines, while billboards would be cleared by the end of August.

The Herald contacted Rothmans several times yesterday, leaving on two occasions a number of questions.

Last night no answers had been received.

A spokesman from Mop Up (Movement Opposed to the Promotion of Unhealthy Products), Mr Don Dunoon, said last night that Rothmans had had ample time to withdraw advertisements and posters featuring Mr Hogan.

"It appears that Rothmans has not even started the process, moreover we have evidence that Hogan posters have gone up a month after Sir Richard's ruling," Mr Dunoon said.