

BILLBORED

NUMBER 2

SEPTEMBER 1982

PRICE
20 cents

THE UNOFFICIAL NEWSLETTER OF B.U.G.A. U.P.
(BILLBOARD UTILISING GRAFFITISTS AGAINST UNHEALTHY PROMOTIONS)

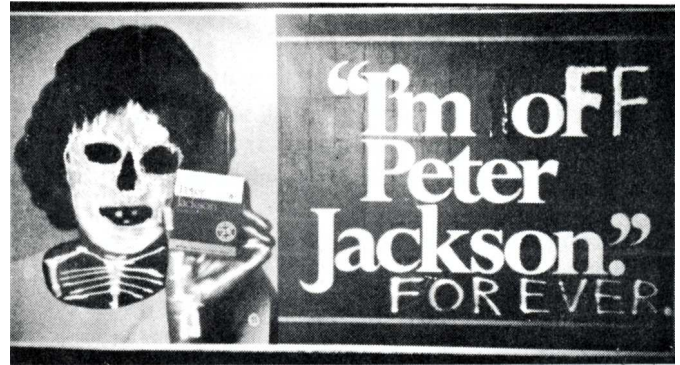
HAPPY BIRTHDAY BUGA UP

When billboards were first "transformed" by people signing their work B.U.G.A. U.P. back in October 1979, the drug pushers at whom most of the graffiti was aimed thought that it was a passing phase. They were confident that a few arrests and gaol sentences would encourage these "vandals" to turn their efforts to another cause.

Three years and a lot of paint later, BUGA UP is far from dying out. The movement has grown from a clandestine group of three to a nationwide movement with hundreds of active campaigners and thousands more who express their support through donations. The movement has now gained widespread recognition from a broad spectrum of socially concerned people and groups, in spite of the tobacco industry's feeble attempts to confuse the public into branding socially responsible activists as vandals.

It must have come as a shock to the legal drug pushers and their henchmen to find that for every BUGA UP protester they have taken to court, another ten have joined the movement.

The advertising industry must accept their moral responsibility by refusing to work for the corporate killers who are destroying our environment, taking over sports and culture and poisoning our children. Until they do, they must be prepared for people who do have a conscience to speak up in whatever ways they can.



DOCTORS SUPPORT BUGA UP

The July issue of the Medical Journal of Australia, the official journal of the Australian Medical Association, featured the BUGA UP MarbleRow Man poster on the front cover, bearing the caption "Spoofing the Image Makers". A two-page story titled "A Tracheotomy for the Marlboro Man" described how the posters had been used to undermine the Philip Morris Marlboro Man competition. BUGA UP's entrant in the competition was Frank C, who smokes through a hole made in his neck so that he can breathe (tracheotomy). He appeared, in his wheelchair, on the cover of the Journal, in spite of attempts by Philip Morris to stop its publication.

BUGA UP's postal address was readable on the reproduction of the poster, and as a result dozens of letters have been received from doctors congratulating BUGA UP on their work.

Typical of these is this comment from a Tasmanian G.P.: "Having just certified the death of yet another victim of tobacco, I feel inclined to lend my support to the BUGA UP campaign".

A Melbourne G.P. said: "I have spent countless hours waving fingers admonishingly at smokers with sick lungs. All this has probably achieved less than your Marlboro poster alone. Clearly I'd better get with the strength - COME TO WHERE THE SAVIOUR IS".

Much-needed donations were also received.

ASHTRAY ON WHEELS IN ART GALLERY

The Art Gallery of N.S.W. has once again been party to a cigarette company advertising stunt.

When the Edward Hopper exhibition, sponsored by Philip Morris, opened in August, an Alpha Romeo racing car plastered with Marlboro advertisements just "happened" to appear in the foyer of the gallery.

When Benson and Hedges in association with Harry M. Miller staged a similar event at the gallery in 1978, a peaceful protest was held outside. The exhibition was opened by Neville Wran, who told the protestors that he would not have come had he known the exhibition was sponsored by a tobacco company.

This year's exhibition was also opened by Wran, and a photo of him sitting in the Marlboro car appeared in the paper. This time there can be no excuses.

A Sydney artist, who is an active BUGA UP supporter, disappointed that the last peaceful protest had obviously been ignored, decided that this time stronger action was needed. He attached himself to the car with a heavy chain, and refused to leave until all advertising material was removed from the gallery. He read an open letter addressed to the trustees of the gallery which said: "It is a sad state of affairs when such an institution is vandalised by advertising, especially for the promotion of tobacco products."

BUGA UP supporters in the crowd showered the car with Marlboro packets and butts which they had collected from the streets. Members of the public participated by putting no-smoking stickers over the Marlboro signs, and when someone called out "Three cheers for BUGA UP" the gallery resounded to an enthusiastic response.

After about an hour of lively discussion with the gallery visitors, the protester was cut free by the Police Rescue Squad arrested on a charge of Serious Alarm.

Two weeks later, another protestor who was identified from television news coverage, was arrested in a "dawn raid" on his home. Police arrived at 6 a.m. with a search warrant and arrested him on a charge of Malicious Injury to a Racing Car (Poor thing!). In what must surely be a source of some embarrassment to the police concerned, various BUGA UP materials such as

spray cans and stickers were seized, and the bewildered victim was carted off for questioning.

It seems that the racing car was removed from the gallery the day after the protest, and it was paint-bombed on its way back to Alpha Romeo.

A newspaper report of the paint-bombing said that the car had had more adventures in Sydney than in 18 months of professional racing.

GOVT. TURNS TO BUGA UP FOR HELP

BUGA UP is now recognised as a legitimate health education group by many government bodies. They are listed as a drug abuse control organisation in the Drug and Alcohol Authority literature, and their literature is kept in the Library of, Parliament for politicians' reference (we certainly hope they read it!).

The Victorian Government funded La Trobe Valley Smoking Control Project recently wrote to BUGA UP to request help in combating cigarette promotions being held in a supermarket. Melbourne 13ranch supplied posters, stickers and leaflets which were distributed at the shopping centre. The highlight of the protest was the cigarette blimp, a 10 meter tall plastic cigarette bearing the message "Come to Cancer Country", which was borrowed from BUGA UP for the occasion.

PUBLIC DEMONSTRATION WELL RECEIVED

A series of mural-billboards were recently erected at Woolloomooloo. In contrast with the advertising billboards which plague our environment, these billboards were individually hand-painted and depict the history of the area.

BUGA UP was invited to contribute to the project, which they did by staging a public "refacing" at the opening ceremony. At the conclusion of the formal speeches, a crowd of about 400 spectators watched as a cigarette billboard was transformed by a group of graffitists. When complete, the new artwork was signed "BUGA UP" and the audience cheered enthusiastically.

A.C.A. SYMPOSIUM ON SPONSORSHIP

On August 31st, a seminar on Tobacco Company Sponsorship of Sport was held at St. Vincents Hospital in Sydney. Representatives of the Australian Consumers Association, The Royal College of Physicians, the General Practitioners' Association, The National Heart Foundation, the Doctors Reform Society, the Australian Medical Association and BUGA UP joined together to call for an end to the association of sport and culture with tobacco smoking.

Actor Warren Mitchell addressed the meeting, saying that although he is a smoker, he wishes he could stop. He believes that working for a theatre which accepts tobacco company sponsorship would make him nothing less than a drug pusher, and as a result he has refused to work with the National Theatre in London and the Nimrod Theatre in Sydney as long as they accept tobacco company money.

Olympic Athlete Alex Watson said that although many sportspeople were opposed to endorsing smoking, they were afraid to speak up for fear of retribution by the administrators, many of whom are smokers and few of whom are athletes.

Footballer Nathan Gibbs, a medical student who was scheduled to speak at the seminar, was unfortunately unable to attend. He cancelled at the last minute, and asked that the meeting be advised that he had misunderstood the purpose of the seminar and that he has nothing against tobacco company sponsorship of sport. Gibbs hopes to be playing in the up-coming Winfield Cup matches.

Dr. Alan Blum, editor of the Medical Journal of Australia, said that the tobacco companies are like the prostitutes of the corporate world, the only difference being that the diseases they spread are not curable.

Speaking for the Australian Consumers Association, Simon Chapman, a consultant on smoking and advertising, condemned the sporting bodies which allowed tobacco companies to use them as a means of associating smoking with good health in the eyes of children. He went on to explain that sponsorship was a way of exploiting a loophole in the ban on advertising of cigarettes on television, the most effective medium for hooking youngsters. He pointed out that the number of children smoking is increasing alarmingly, with more than 30 percent of 15 year-olds now smoking regularly.

The meeting closed with a panel discussion during which a doctor in the audience said that BUGA UP should have been asked to deliver a paper as they are the most effective drug education group in Australia, if not the world.

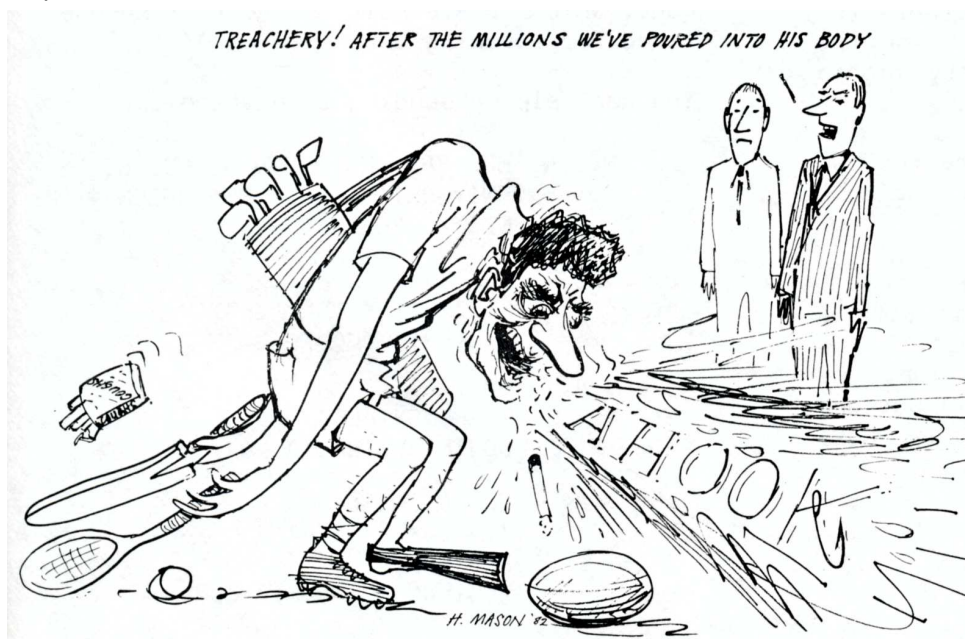
DEATH IN THE WEST

A new group called the Campaign Against Cigarette Advertising (CACA) has been formed in Victoria. Consisting mainly of people involved in community health and education, their first project has been the distribution of a video tape of the anti-smoking film "Death in the West".

This half-hour film intercuts Marlboro ads showing cowboys smoking, interviews with Philip Morris executives who claim that nobody knows if smoking causes cancer, and interviews with six real cowboys who are dying of lung diseases along with their doctors who testify that smoking was the cause.

The first time this film went to air in the U.K. Philip Morris took out an injunction having it banned.

CACA have acquired a videotape and have distributed over 300 copies to schools throughout Australia.

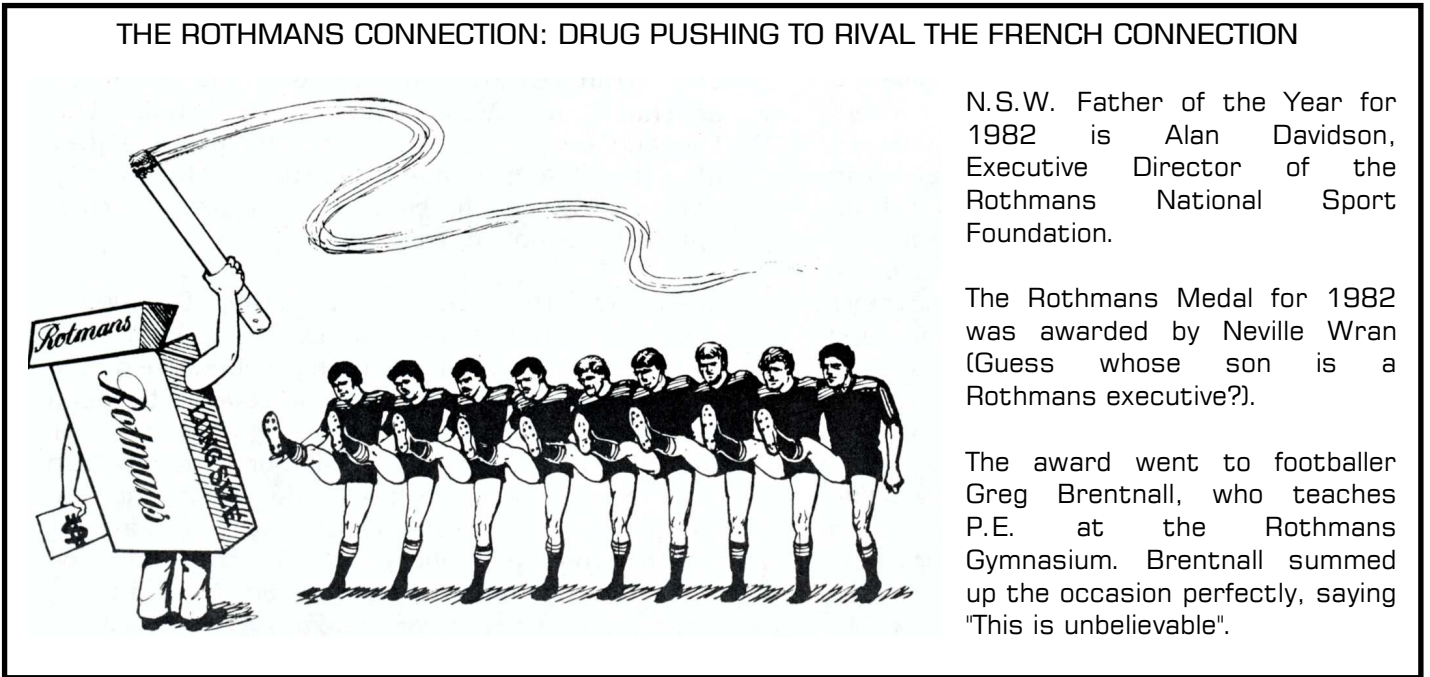


THE ROTHMANS CONNECTION: DRUG PUSHING TO RIVAL THE FRENCH CONNECTION

N.S.W. Father of the Year for 1982 is Alan Davidson, Executive Director of the Rothmans National Sport Foundation.

The Rothmans Medal for 1982 was awarded by Neville Wran (Guess whose son is a Rothmans executive?).

The award went to footballer Greg Brentnall, who teaches P.E. at the Rothmans Gymnasium. Brentnall summed up the occasion perfectly, saying "This is unbelievable".



LEGAL ROUNDUP

The courts have been busy dealing with BUGA UP graffitists during the past few months.

In Melbourne, a teacher and a speech therapist were found guilty of defacing a billboard and were fined \$130.

In Adelaide a doctor was found guilty and placed on a good behaviour bond. (You may wonder how a doctor not re-facing a billboard could be considered good behaviour!)

In Northern N.S.W. a woman served 14 days in gaol rather than pay her fine for improving a billboard.

In Sydney, one graffitist is awaiting the fourth day of hearing of his case. The magistrate is considering whether the State Rail Authority, who are taking the action, actually has any property rights over the allegedly damaged poster.

Also awaiting trial in Sydney are the two protestors from the Art Gallery incident (see above).

In Bundeena two BUGA UP supporters became involved in a heated discussion with a Rothmans drug pusher who was putting up advertisements at a service station. The owner of the service station came out and attacked them physically, and they have taken an assault action against him.

IMAGE AND WORD

An exhibition of BUGA UP work and materials opened at the Philip Institute of Technology in Melbourne in August. Titled "Image and Word", the exhibition consists of refaced billboards, press clippings about BUGA UP, letters received from members of the public, and various BUGA UP paraphernalia.

The exhibition will move to the Victorian Trades Hall on the 15th of September.

BUGA UP NEEDS YOUR HELP

As the battle against unhealthy promotions escalates, so do our costs. BUGA UP is funded entirely by its supporters, and money is always needed to pay for printing of our literature and also the Fighting Fund, which covers half the cost of anyone fined for speaking up.

You can help by sending a donation to:

N.S.W BOX 78, WENTWORTH BUILDING,
UNIVERSITY OF SYDNEY UNION
N.S.W. 2006

VIC BOX 285
FITZROY VICTORIA 3065

S. A. BOX 161
TORRENSVILLE SOUTH AUSTRALIA 5031

W.A. C/O N. KING
174 LAKE STREET
PERTH WESTERN AUSTRALIA 6000