

BILLBORED

NUMBER 21, APRIL 1985

ISSN 0813-7064

THE UN-OFFICIAL NEWSLETTER OF B.U.G.A. U.P.
Billboard-Utilising Graffitiists Against Unhealthy Promotions

PRICE
20 cents

Lord Bloody Wog Weds

The family that sprays together, stays together.

That is the motto of Sydney BUGS, Lord and Lady Bloody Wog Rolo, who were married in March this year.

The couple first met at the 1984 Advertising Bogies in October last year. When Lady Rolo (then Roslyn Anderson) heard that His Lordship was spending his Christmas holidays at the invitation of Her Majesty for refusing to pay a fine, she visited him at Long Bay. Both had been active billboard enhancers for some time, and it was love at first sight.

Lord Bloody Wog Rolo, born Rolando Tapir, changed his name by deed poll when he migrated from Argentina to find Australians calling him "bloody wog". He added the title "to get a bit of respect. Aussies are easily impressed by titles."

When he applied for a passport in that name, it was refused, on the grounds that the name in a passport must be the name by which the person is commonly known. Rolo responded that "I am so well known by that name that even complete strangers call me Bloody Wog".

The wedding was held at Sydney's Wayside Chapel. The happy couple were dressed in full regal dress, including gold sashes bearing the inscription "When only the best will do you in" and BUGA UP SPEAKS UP". Rolo, who describes himself as "an authordox atheist", said they chose the Wayside Chapel for the wedding because of its association with drug education and rehabilitation. Performing the service, Rev. Ted Noffs said that the couple's obvious "BUGA UP" showmanship was only a light-hearted way of expressing their genuine concern about the promotion of legal drugs, a problem just as serious as the heroin pushers of the Kings Cross area, where the Chapel is located.

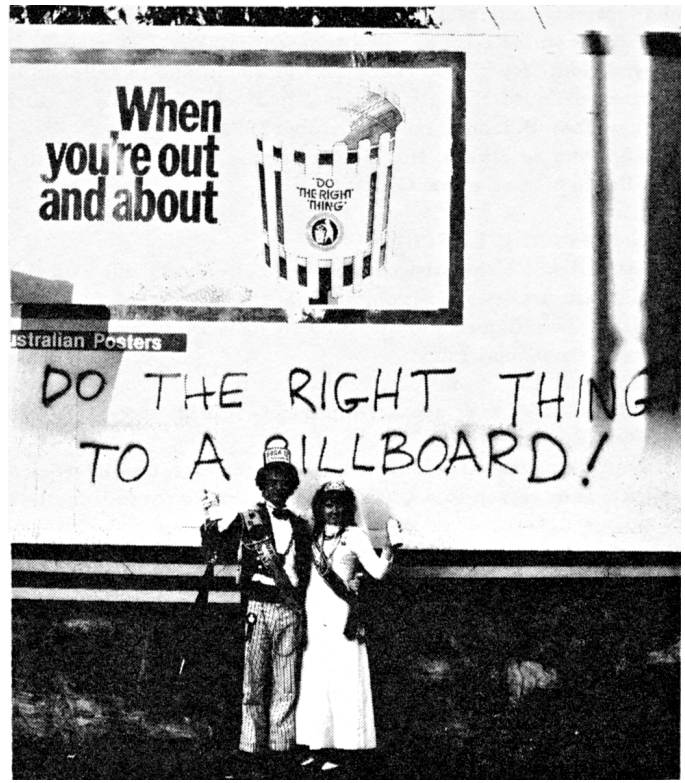
Rolo's activities have regularly brought him into conflict with the police. As well as being arrested for his spray-can activities, he has wound up in gaol many times for his outspoken antimonarchy and anti-police protests. He is the founder of an organisation called British Ultra-Loyalist League Serving Historical Interests Today.

He has been in gaol "countless times... my police record is now an LP".

Lady Rolo had her first taste of police respect when Rolo was arrested while honeymooning in Northern New South Wales.



Rev Ted Noffs congratulates the happy couple after the ceremony



BUGA UP Causes Industry "Most Concern"

The Federal President of the Outdoor Advertising Association, John Lawrenson, has cited BUGA UP as the problem causing the industry most concern.

This accolade heralds a dramatic reversal of the industry's previous position; that BUGA UP is a mere irritation that would soon get bored and go away.

A report in "B&T Weekly" said

"Law enforcement authorities appear to take little interest in the spray-can vandals, and even on the rare occasions on which they have been apprehended and hauled before the courts, penalties could certainly not be classed as deterrent."

The article described most graffiti as "the work of itinerant idiots with the price of a spray can", but said that BUGA UP is an exception to this rule.

It was also revealed that CARES (Campaign Against the Royal Easter Show), which emerges annually to protest the large volume of unhealthy promotions at the Show, shares the same postal address as BUGA UP (hardly a brilliant piece of detective work, but a start!).

Complaints to the Advertising Standards Council from BUGA UP about sexist advertising (what ever happened to the ASC's claim of confidentiality?) were cited as proof of "a shift in emphasis by the organisation whose stated aim was to campaign against unhealthy products".

Of course, this has never been an aim of BUGA UP, let alone a stated aim. The source of this "statement" was not given, but to lend some weight to the argument, the meaning of the BUGA UP acronym was given, incorrectly, as Billboard Utilising Graffitiists Against Unhealthy Products!

Court Appeal Reveals Secrets Of Sponsorship

The tobacco industry has landed itself in yet more hot water as a result of its own appeal to the Full Bench of the Federal Court. Several tobacco companies who appealed over last year's tobacco sponsorship rulings by the Broadcasting Tribunal were unpleasantly surprised by the outcome.

In March 1984, the Tribunal found that several advertisements and sporting telecasts had contravened the ban on cigarette advertising on television. The tobacco industry had gone to the Federal Court for a legal ruling on this claim, and in October 1984 Justice Fox ruled that the Tribunal had acted correctly in all but one case (see 'Billboard' no. 17, October 1984).

Bad losers as always, the industry appealed this decision to the Full Bench of the Federal Court.

Embarrassing Outcome

Unfortunately for the tobacco industry, not only did the Full Bench uphold the previous decision, but in the process of hearing the appeal, a lot of information relating to sponsorship agreements was exposed to public scrutiny.

Prior to this, contracts between tobacco companies and "beneficiaries" of their sponsorship had been kept secret, even from the Broadcasting Tribunal.

Commenting on these contractual arrangements, the judges said:

"there is no reason to doubt that, in relation to the four matters to be discussed, the relevant cigarette manufacturers actively promoted the transmission of the relevant material and that the relevant television licensees, directly or indirectly, accepted that material for transmission".

The agreement between rothmans (manufacturers of winfield) and the NSW Rugby Football League stated that:

"the league has agreed to assist rothmans in the advertising and promotion of rothmans' products upon the terms and conditions and for the considerations hereinafter expressed".

The contract provided that the 'winfield theme' be played 'where appropriate'. This is hard to reconcile with rothmans' claim that the piece of music in question is simply a popular piece of Tchaikowsky's music, and not an advertisement.

The League is also required to "assist rothmans in obtaining advertising space at the Sydney Cricket Ground, including the painting of the winfield logos on the grass playing area".



Advertising Of cigarettes on TV has been illegal since 1975. The ad in this recent broadcast is typical of those explained away as "accidental or incidental".

"Escape Clause"

The most damning evidence against rothmans was a clause making the contract subject to termination, with a pro-rata abatement of the sponsorship fee, in the event of legislation requiring them to .remove or cease exhibition of any advertising and/or to cease conducting the promotional activities contemplated by this agreement.

The Judges stated that this clause "shows that the sponsorship arrangement was intended as an advertising opportunity rather than an act of sporting philanthropy."

Commenting on the ruling, the Executive Director of the Australian Confederation of Sports said that all tobacco sponsorships were now in doubt "and only time will tell whether they will all fall over".

A successful outcome to the action against Channel 10 by the Non-Smokers' Rights Movement, to be heard in court next month, might provide the push required.

BUGA UP Delegate Causes Stir At Conference

Sydney doctor and BUG, Arthur Chesterfield-Evans, made headlines in British newspapers last month, when he interrupted a speech by the Scottish Health Minister at a reception at Edinburgh Castle. The Minister was opening an international conference on "Health Education and the Media", and when he spoke in favour of industry self-regulation, Doctor Chesterfield-Evans interjected with "What are you going to do about cigarette advertising?"

Minister "wasn't too chuffed"

After the talk, they discussed the issue privately. Dr Chesterfield-Evans said "the Minister wasn't too chuffed. I asked him how he could talk about supporting health education when he supports cigarette advertising".

The next day Dr Chesterfield-Evans gave an illustrated talk about BUGA UP. According to "The Guardian", the talks were "not all open to the public, because a number of distinguished doctors at them did not necessarily want to be associated with a fellow who cheerily advocates the wilful damaging of property. There is no doubt, though, that he has their support".

The article went on to say that "BUGA UP (Billboard Utilising Graffitists Against Unhealthy Promotions) must take a prize among contorted titles invented to achieve the desired acronym".

Marlboro Men Condemn Condom Concept

Philip morris, manufacturers of marlboro cigarettes, are suing a Swedish condom manufacturer for selling its wares in a package similar to marlboro packs.

They are suing for the "debasement of the marlboro trade mark." The manufacturers replied that their condoms are a quality product, capable of holding 25 litres of air without bursting, and the association with the marlboro name was therefore a positive one.

They said that their various styles of condoms are sold in packets similar to well-known cigarette brands, and no other manufacturer had complained.



"V" Stands For "Visual" And "Vandalism"

Commercial interests have turned to a new medium for outdoor advertising, with the recent appearance of "fly-posters" promoting television programmes on thousands of telegraph poles throughout Sydney.

This technique, which has traditionally been used for low-budget promotion of rock concerts and other events of local community interest, is illegal under Ordinance 55 of the Local Government Act.

It was only a matter of time before the advertising industry, ever on the lookout for an effective way of getting a message across, especially if there is a quick buck in it, realised that this technique was waiting to be exploited. The first sign of this new epidemic was the appearance of posters bearing a large "V", designed to look as if it had been written using a spray-can. The purpose was to promote a Channel 10 series called "V", and by using the spray-can effect, it cashed in on the current rash of legitimate spray-can "V-s which are the trade mark of a campaign against police verbals.

Soon after, midnight operators were out pasting an identically sized poster promoting Channel 7's competing series, "Lace", over the top of these.

Public Outcry

It wasn't long before newspaper "letters" pages were running hot with complaints about this commercial visual vandalism. The TV stations responded that they were not responsible for the posters. Channel 10 even went so far as to say that the

advertisements had been posted, against their will, by a mysterious group known as the

"V Fan Club". While claiming that they did not know who they are, they did announce that the "V Fan Club" had been instructed to remove the posters, and that they would pay them for the task. Presumably this will be done by leaving a bag of unmarked notes in a nominated garbage can.

Loophole Closed

Thanks to pressure from the outdoor advertising industry, the Local Government Act had been tightened in 1983 to curb what the industry called "unauthorised bill-posting" ("unauthorised" meaning simply "un-paid-for"). Prior to that, the Act had a serious loophole, in that prosecutions could only be brought against people actually caught placing the posters. The 1983 amendment allows for prosecution of the advertiser, and permits Councils to charge them the cost of removing offending material.

At least one Sydney Council has removed the posters at the expense of the TV stations, and others have written to them warning that a recurrence will result in prosecution.

A complaint was lodged with the Advertising Standards Council, on the grounds that the advertisements breached the Code of Ethics, which requires that advertising complies with the law. The ASC claimed that they could not hear the complaint, as they are concerned merely with the content of ads, and not where they are placed.

Once again, the toothless tiger of advertising self-regulation has served its masters well.

Marlboro Pulls Out Of Tennis

The Lawn Tennis Association and Philip Morris, the company responsible for Marlboro cigarettes, have announced that the Men's Open tennis championship will no longer be sponsored by Marlboro.

This move signals the end of a 12 year relationship, during which time Philip Morris spent more than \$10 million dollars on this form of advertising.

The finals of the "Marlboro Opens", held at Kooyong in Melbourne, have been the scene of imaginative demonstrations by MOP UP over the last four years. Last year, BUGA UP joined in the fun too, by hiring a sky-writing plane to "graffiti the sky" with the words "Cancer Country" (see 'Billboard' no. 19, December 1984).

Predictably, the Lawn Tennis Association was quick to deny that the decision was due to any pressure or public feeling against tobacco advertising.

The Executive Director of the L.T.A., Colin McDonald, said "our negotiations with other sponsors have been on commercial grounds. We have no stance as far as tobacco is concerned. We leave it to politicians and other authorities to determine those things".

Although Philip Morris claimed that it was their decision to pull out, and that they hadn't been "dumped", it is clear that the move was motivated by the recent court rulings regarding the televising of tobacco-sponsored events (see story opposite). Also, mindful of the recent embarrassment to the industry when Brock and Moffat denounced and terminated their association with tobacco, a pre-emptive strike was a sensible response.

Irrespective of the motives, the happy outcome is that the L.T.A. found a more savoury sponsor immediately, putting paid to the tobacco sponsors' claim that sport cannot exist without them, and from 1985, the tobacco industry will have one less racket.



MOP UP protest outside the "marlboro open" finals



ASC Antics Aim To Appease

The Advertising Standards Council has announced that it is taking certain steps to try and enhance its claimed independence. The first step will be a move to new premises, as much criticism has been levelled at the fact that the ASC is currently housed in the same offices as the Media Council of Australia. A new Secretary will also be appointed, to avoid the conflict of interest which arises through the fact that the current Secretary is also the Executive Director of the Media Council.

The Chairman of the ASC, Sir Richard Kirby, explained that the full extent of the Council's independence was being obscured by the current arrangements, and that criticisms from the consumer movement "might appear to have some outward substance", although choice of personnel or premises had not influenced the council's impartiality.

He said that the new changes would only affect the "appearance" of independence, the real level of independence remaining as it always was.

Unfortunately for the consumer and advertising critics, this is true.

Ruling Against Cig. Ads

The Australian Council on Smoking and Health (ACOSH) has won a protracted battle to make the ASC accept that an ad for a tobacco sponsored sporting event was also an ad for cigarettes.

The ad read "It's double action this Saturday night at Cannington. It's the final of the winfield 25's Spring Gift." ACOSH claimed that because the ad promoted "winfield 25's", it should be subject to the conditions of the Voluntary Code for Cigarette Advertising. At first, the ASC rejected the claim, but after the ruling by the Federal Court regarding tobacco sponsorship advertising (see story this issue), ACOSH appealed. The ASC was forced to concede.

A spokesperson for ACOSH said they were "delighted with the ruling. From now on, sporting ads which also promote cigarettes will need to be vetted by the appropriate self-regulatory agencies before publication or broadcast to ensure they comply with the cigarette advertising code. They should not include well-known athletes or sportsmen or any people who have a major appeal to children under 18 years of age."

This assumes that the ASC will apply their ruling consistently, which is by no means a foregone conclusion.

"Advertorial" Complaint

Last month, the ASC also ruled on a complaint against an advertisement placed by the Tobacco Institute in "Women's Weekly" magazine. The ad, entitled "Do you mind if I smoke?" occupied four pages, and was dressed up to look like editorial. It was labelled "shareplan promotion" and only a small notice at the end gave any indication that this pro-smoking propaganda was financed by the tobacco industry.

The ad attracted several complaints to the ASC both because it was not clearly recognisable as an advertisement, as required by the Code of Ethics, and because a number of statements contained in the ad were misleading.

Faced with the prospect of having to make a judgement between the tobacco industry and the health lobby once again, the ASC devised a novel and effective means of avoiding the issue. They ruled that the complaint should be upheld on the grounds that it was not clearly distinguishable as an ad. They then claimed that having upheld the complaint, it was no longer necessary to adjudicate on the other more controversial points!

r

The Australian sugar industry has launched the second phase of its multi-million dollar campaign aimed at halting the decline in sugar consumption.

The theme of the campaign is "Sugar - a natural part of life" and it will appear in print as well as electronic media. The ads claim that

- Sugar is not fattening - only 16 calories per teaspoon
- Artificial sweeteners are inferior to sugar
- The "no added sugar" label on products is misleading

The National Marketing Manager of CSR, Tony Thirwell said that the campaign, launched last year, has already successfully stopped the decline in sugar consumption. "Bad press, doctors' warnings and sugar substitute had put sugar on the nose" he said.

Sugar consumption had dropped from a staggering 50 kilos per capita per annum in 1980 to a mere 45 kilos in 1982.

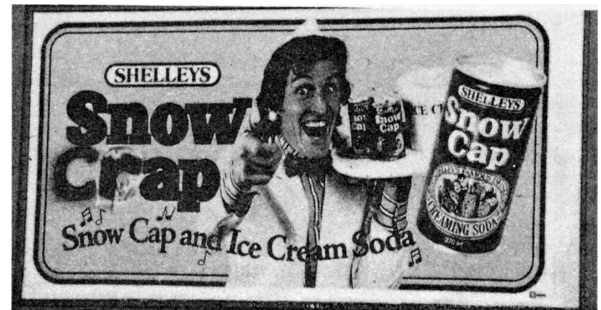
Different Definitions


Mr Thirwell said "Sugar has a place in a balanced diet. It adds enjoyment to meals and makes nutritious foods more palatable and therefore more likely to be eaten. Like any good nutritionist we argue against excess. Anything in excess is to be avoided."

A consultant to the NSW Health Commission, nutritionist Rosemary Stanton, said "My definitions of 'moderation' and 'excess' clearly differ from those of the sugar industry. 45 kilos of sugar per year amounts to 125 grams of sugar each day - that's a ridiculously high amount. It's an extra 2,000 kilojoules with no nutritional benefit, and the dental problems caused by sugar are well documented."

Maynard Rye of the Australian Consumers' Association called the advertising "a public mischief. It is encouraging people to go against the dietary recommendations of the Department of Health."

A spokesperson for BUGA UP remarked that the fact that the industry's advertising had boosted sugar usage makes a mockery of the legal drug industry's claim that advertising can not affect total consumption, influencing only brand preference.





If you would like to join the campaign against Unhealthy Promotions, or would like further information about B.U.G.A. U.P. write to:

N.S.W.	B.U.G.A. U.P.	WA.	B.U.G.A. U.P.	Vic.	B.U.G.A. U.P.	QLD.	B.U.G.A. U.P.
	Box 80		Box 598		Box 285		Box 76
	Strawberry Hills		Subiaco		Fitzroy		St. Lucia
	N.S.W. 2012		W.A. 6008		Victoria 3065		QLD. 4067