



From Darkness to Daylight: Uncovering Tobacco Industry Secrets Using the Legacy Tobacco Documents Library Multimedia Collection

Kim Klausner

**Industry Documents Digital Libraries Manager
University of California, San Francisco**

LEGACY TOBACCO DOCUMENTS LIBRARY



HOME

ARY

HELP

[Last Search](#)

<http://legacy.library.ucsf.edu>

News & Ann

[Formerly Co
Documents A](#)

[New PM Docs
LTDL](#)

[More News](#)

- [RSS Feed](#)
- [E-mail Updates](#)
- [Follow us on Twitter](#)



[Questions or Comments?](#)

Search the Documents

[Search Help](#) | [Advanced](#) | [Expert](#)

Getting Started:



[Popular Documents](#)

- Marketing to Youth
- Marketing to Women
- Secondhand Smoke...



[Research Examples](#)



[Collection Highlights](#)



[Tobacco Documents
Bibliography](#)



[Podcasts and Videos](#)



Moving Image Archive > News & Public Affairs > UCSF Tobacco Industry Videos

Spotlight Item



Camel Cigarette Commercials, 1940s Transfers Reel #... Compilation of Camel cigarette commercials from the late 1940s to the late 1950s, including actors, doctors and sports figures giving testimonials. "Day Camel Test" "T-Zone." A few seen in the middle are still here to view Part 1 to view Part 2

About the Internet Archive

Background Frequently Asked Questions

Admins

Item History Item Manager Host Stats Uploaded by:

Welcome to UCSF Tobacco Industry Videos

2,768 items

The University of California, San Francisco Tobacco Control Archives Multimedia Collection contains audiotapes and videotapes related to the advertising, manufacturing, marketing, sales, and scientific research of tobacco products as well as materials gathered and produced by tobacco control advocates

(RPCI) which focus primarily on tobacco industry public relations efforts. As a result of a successful lawsuit by the New York State Attorney General, RPCI has acquired and scanned the document collections of the Tobacco Institute and Council for Tobacco Research which also contained several thousand video tapes.

You can search, or learn more about, the catalog of tape titles for the entire UCSF Tobacco Control Archives Multimedia Collection, as well as for the tapes in Minnesota or RPCI, on the LTDL website.

New titles are uploaded regularly so check back frequently for recent additions.

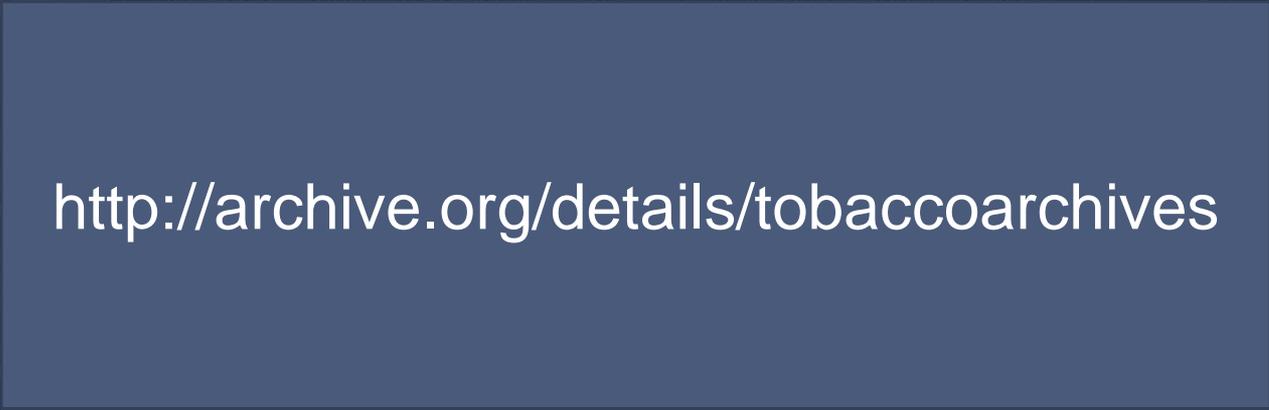
Visit the UCSF Tobacco Industry Audio Recordings Collection to download or stream audios.

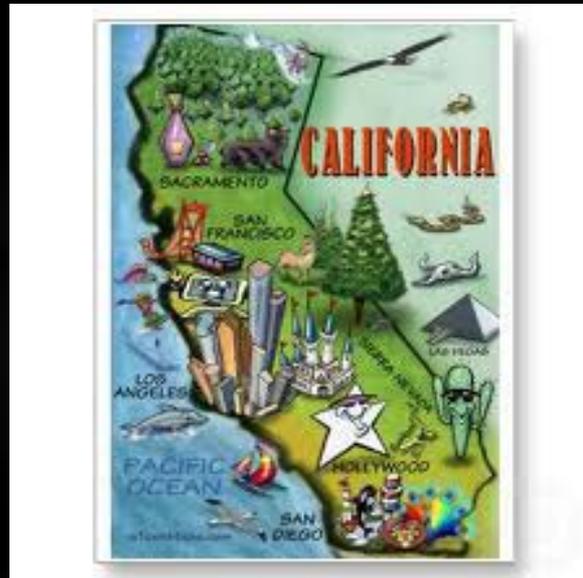
Browse by Subject / Keywords

All items (most recently added first) RSS

Most Downloaded Items Last Week more

- 1. FedEx Championship... Championship... Team... News Release:... Team... 2000 Season... Clips [Parts... downloads... commercials... downloads... commercials... downloads... commercial... loads
5. California anti-smoking commercials 83 downloads
6. How Cigarettes Are Made - Produced by Philip Morris 58 downloads
7. Virginia Slims Commercials 58 downloads





We are here



What we found

Company	Number
Lorillard	27
Philip Morris	23
RJ Reynolds	18
Tobacco Inst.	141
Total	209

Decade	Number
1950s	3
1960s	18
1970s	7
1980s	58
1990s	103
2000s	10
no date	10
Total	209

Number	Genre
73	television news
34	political advertisements
21	commercials
17	focus groups
16	talk shows
13	tobacco control ads
6	interviews
5	conferences
5	corp. communications
5	hearings
17	other
212	Total*

*One tape contained 3 segments from different genres.

Television News: 73 items



News 4 Los Angeles, KNBC
segment on a no smoking
ordinance heard by the LA City
Council Health Committee
1983
TID vty27a00

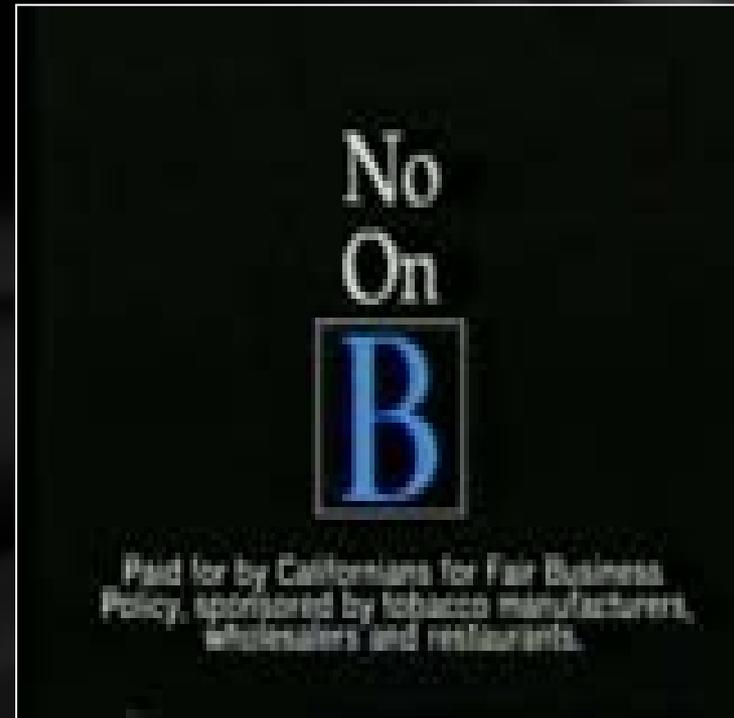


KGET 17 Bakersfield, Compilation of
television news shows reporting on the
Surgeon General's report, "Women and
Smoking"
2001
TID zfs62a00

Political Advertisements: 34 items



San Francisco Referendum
1983
TID srz88c00



Fair Business Committee
Visalia, Oroville, El Dorado
1992
TID qpy27a00

Some things haven't changed



Focus Groups: 17 items



Female smokers giving their opinions, individually, of Virginia Slims advertising, including the slogan, "You've Come a Long Way, Baby."
1987

TID brp23e00



Focus group on tax increase referendum (Prop 10) with Black participants in Los Angeles
1998

TID hbh86d00

Talk Shows: 16 items



The Today Show
1990
TID rgx27a00



KCTV-TV San Diego: Discussion regarding
San Diego smoking ordinance banning
smoking in public places.
1988
TID xty27a00

Interviews: 6 items

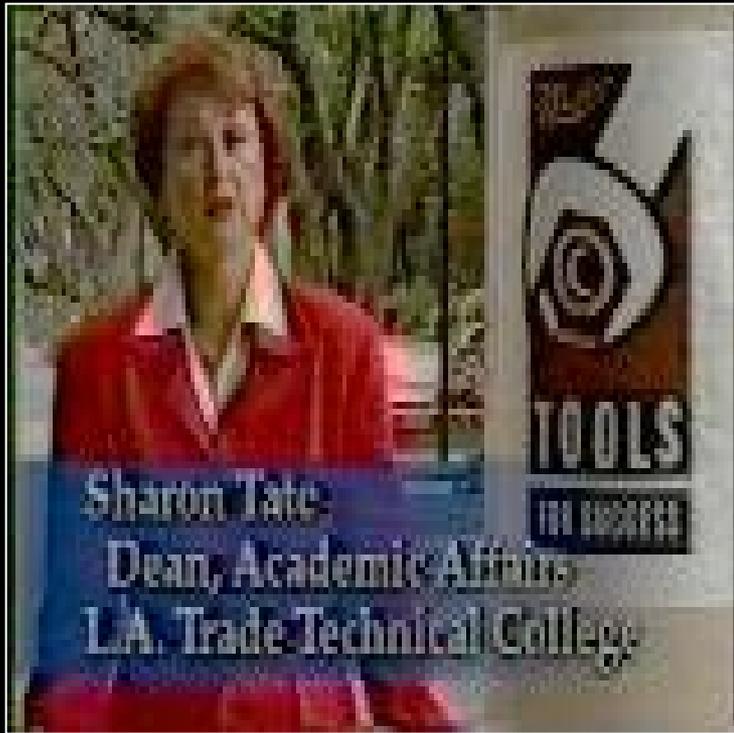


Environmental Tobacco Smoke #11
Rudy Cole
1993
TID gch86doo



Environmental Tobacco Smoke # 9
Jimmy Murphy
1993
TID ich86doo

Other: 17 items



Philip Morris Cares
1998
TID oob77c00



Virginia Slims San Diego
1985
TID sgq23e00

Legacy Tobacco Documents Library contains

- Considerable audiovisual material about industry *and* tobacco control activities in California
- TV ads for all major referenda from Prop 5 (1978) to Prop 10 (1998) collected
- Material documenting industry alliances with restaurant associations

The Tobacco Institute monitored television news and talk shows

The tobacco industry conducted focus groups on political issues in the 1980s and '90s

The tobacco industry tracked CA Department of Health anti-smoking television advertisements