

Tobacco in Australia

Facts & Issues

Relevant news and research

10A.6 Mechanisms of influence—media relations

Last updated January 2021

Research:.....	1
10A.6.4 Media influence in the digital age	2
News reports:.....	2
10A.6.1 Media tactics.....	3
10A.6.2 Media reporting on tobacco industry-funded reports	3
10A.6.3 Cultivation of sympathetic journalists and columnists	3
10A.6.4 Media influence in the digital age	3
10A.6.5 Commentary on tobacco control policy	3

Research:

Ioannidis, JPA. (2019). Lethal news: The dexterous infiltration of news media by the tobacco industry agenda. *Eur J Clin Invest*, e13125. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31058313>

Watts C, Hefler M, and Freeman B. 'We have a rich heritage and, we believe, a bright future': How transnational tobacco companies are using twitter to oppose policy and shape their public identity. *Tobacco Control*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29666168>

Brandt AM. Inventing conflicts of interest: A history of Tobacco Industry tactics. *American Journal of Public Health*, 2012; 102(1):63–71. Available from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3490543/>

tobaccoinaustralia.org.au

Muggli ME, Hurt RD, and Blanke DD. Science for hire: A tobacco industry strategy to influence public opinion on secondhand smoke. *Nicotine & Tobacco Research*, 2003; 5(3):303–14.

Jordan DL. Newspaper effects on policy preferences. *The Public Opinion Quarterly*, 1993; (2):191. Available from: www.jstor.org/stable/2749466

Phillips DP, Kanter EJ, Bednarczyk B, and Tastad PL. Importance of the lay press in the transmission of medical knowledge to the scientific community. *New England Journal of Medicine*, 1991; 325(16):1180–3. Available from: <http://www.nejm.org/doi/full/10.1056/NEJM199110173251620>

Koren G and Klein N. Bias against negative studies in newspaper reports of medical research. *JAMA, The Journal of the American Medical Association*, 1991; (13):1824. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/1890712>

10A.6.4 Media influence in the digital age

Navarro, MA, O'Brien, EK, Hoffman, L. Cigarette and smokeless tobacco company smartphone applications. *Tob Control*, Jul 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30030406>

News reports:

No authors listed. WHO concerned by big tobacco funded Foundation's 'aggressive PR effort' during COVID-19 pandemic. *PR Week*, 2020. June 30, 2020. Retrieved from <https://ash.us14.list-manage.com/track/click?u=3d5578d8735672472bede942b&id=89bcab152d&e=0741a2b768>

No authors listed. Big Tobacco Front Group Still Spending Millions on Spin, Not Science. *Expose Tobacco*, 2020. May 18, 2020. Retrieved from <https://exposetobacco.org/news/spin-not-science/>

Stopping Tobacco Organizations and Products. Latest Tax Return Sheds Light on The Philip Morris-funded Foundation for a Smoke-free World. *Tobacco Tactics*, 2019. Aug 1, 2019. Available from: https://tobaccotactics.org/images/9/92/STOP_FSFW_Taxfiling_20june.pdf

No authors listed. Philippines: Philip Morris enlists DOA, journalists for Bright Leaf Award. Tobacco Industry Watch Southeast Asia Tobacco Control Alliance, 2018. Aug 4, 2018. Available from: <https://tobaccowatch.seatca.org/index.php/2018/08/04/philippines-philip-morris-enlists-doa-journalists-for-bright-leaf-award/>

University of Bath. Australia: Smuggling and illicit trade threats. *Tobacco Tactics* 2017. Last update: 27 June 2017; Viewed 3 April 2018. Available from: http://www.tobaccotactics.org/index.php?title=Australia:_Smuggling_and_Illicit_Trade_Threats.

Jones A and Sanders S, *Countering tobacco tactics : A guide to identifying, monitoring and preventing tobacco interference in public health* Action on smoking and Health (ASH) Australia Kings Cross, NSW 2010. Available from: [https://trove.nla.gov.au/work/38422550?selectedversion=NBD46294049.](https://trove.nla.gov.au/work/38422550?selectedversion=NBD46294049)

British American Tobacco Australasia. Tobacco black market increasing : New report. British American Tobacco Australasia (Media release), 2010. Available from: [http://www.bata.com.au/group/sites/bat_9rnlh.nsf/vwPagesWebLive/DOA3CLZS/\\$FILE/medMD82D3YF.pdf?openelement](http://www.bata.com.au/group/sites/bat_9rnlh.nsf/vwPagesWebLive/DOA3CLZS/$FILE/medMD82D3YF.pdf?openelement)

10A.6.1 Media tactics

THE SACRAMENTO BEE EDITORIAL BOARD. California must ignore Big Tobacco's attacks and protect kids from flavored nicotine. *The Sacramento Bee*, 2020. August 24, 2020. Retrieved from <https://www.sacbee.com/opinion/editorials/article245211065.html>

Best, S. Smoking cigarettes can make your penis SHRINK, scientists warn. *Mirror UK*, 2019. May 8, 2019. Available from: https://www.mirror.co.uk/science/smoking-cigarettes-can-make-your-15015002?utm_source=facebook.com&utm_medium=social&utm_campaign=mirror_main

10A.6.2 Media reporting on tobacco industry-funded reports

Creighton, Adam. Illegal cigarettes account for 15pc of the market. *The Australian*, 2018. May 3, 2018. Available from: <https://www.theaustralian.com.au/national-affairs/illegal-cigarettes-account-for-15pc-of-the-market/news-story/75d74993485196d5a27d8504bc513157>

10A.6.3 Cultivation of sympathetic journalists and columnists

No authors listed. BBC's Jon Sopel comes under fire for giving a speech at an event promoting the world's biggest tobacco company. *Daily Mail*, 2019. Apr 14, 2019. Available from: <https://www.dailymail.co.uk/news/article-6919661/BBCs-Jon-Sopel-comes-fire-speech-big-tobacco-company-conference.html>

No authors listed. Roger Scruton. *Source Watch*, 2018. Nov 13, 2014. Available from: https://www.sourcewatch.org/index.php/Roger_Scruton

10A.6.4 Media influence in the digital age

Baker, S. Big tobacco keeps starting 'grassroots' Facebook campaigns. *Engadget*, 2019. Sept 19, 2019. Available from: <https://www.engadget.com/2019/09/19/big-tobacco-grassroots-facebook-campaigns/?guccounter=1>

Campaign for Tobacco-Free Kids (Producer). British American Tobacco's Use of Social Media Influencers to Sell Cigarettes Faces Legal Complaint in Brazil PR Newswire, 2018. Sept 26, 2018. Available from: <http://www.prnewswire.co.uk/news-releases/british-american-tobaccos-use-of-social-media-influencers-to-sell-cigarettes-faces-legal-complaint-in-694345911.html>

10A.6.5 Commentary on tobacco control policy

No authors listed. Budget 2019: Does proposed national anti-smoking campaign go far enough? *Mirage News*, 2019. Apr 5, 2019. Available from: <https://www.miragenews.com/budget-2019-does-proposed-national-anti-smoking-campaign-go-far-enough/>