

Tobacco

continued from page 1

the University.

"People are becoming increasingly skeptical and cynical about ads," he said. "Using other techniques like this gets around the barriers to attention."

But studies have shown that even stubborn consumers will pay attention to their peers, he said. Some companies go to even greater lengths to enlist "cool" peers, or "opinion leaders," to use their products and give them to friends and acquaintances, Boush said.

"It relies on opinion leadership of one form or another," he said. "It's seeding the area, so to speak, with a person who influences people around them."

Elizabeth Miglioretto, a Lane County Public Health educator, said big tobacco companies began buzz marketing with a fervor in 1998, after five tobacco moguls were held accountable for smoking-related medical costs in 46

states. The \$206 billion settlement also banned cartoon mascots such as Joe Camel, and toughened restrictions on how tobacco compa-

"They need to sell tobacco. They need new customers because their customers quit and die."

Elizabeth Miglioretto
public health educator

nies market products to youngsters. "What we know, given the Master Settlement Agreement, is that they really have to be more careful with their advertising and to what target group they advertise," Miglioretto said. "The college-age population has become the target group."

A Philip Morris representative said the company does not grant interviews to student publications, such as the Oregon Daily Emerald, and was unwilling to provide in-

formation about the Marlboro Bar Nights campaign. But the tobacco giant has explained its motivations to organize bar promotions.

"We know we have a large number of smokers who attend bars and clubs, and it's a social environment that lets us interact directly with our customers," Philip Morris spokeswoman Katie Otto told The Cincinnati Enquirer in 1999.

Associate marketing professor Marian Friestad said when buzz marketing is used to sell products it sometimes raises ethical concerns.

"Is a person at a bar recommending a malt liquor beverage because they like it or because they're being paid to recommend it?" she said. "It's a question of being honest and upfront about whether a message is being sponsored by a company or not."

Especially if that company is selling a product that causes 440,000 premature deaths annually, as documented in a smoking mortality report issued in 2002 by the Centers for Disease Con-

trol and Prevention.

"There's nothing wrong with it except when it involves questionable products like cigarettes," Boush said. "If you're trying to get people to buy organic vegetables, not many would have a problem with that. But if you're trying to get people to smoke Marlboros ..."

"It might have been better leaving Eugene out. There was bound to be a reaction."

Tobacco Free Lane County is organizing a counter-promotion that coincides with a Marlboro Bar Nights visit to Club Tsunami at 9 p.m. Friday.

The group will distribute information and show off "The Barbuero," a repainted Volkswagen van. Members said they are opposed to any product that "has no benefit of any kind."

"They need to sell tobacco," Miglioretto said. "They need new customers because their customers quit and die."

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Career fair

continued from page 1

a similar scene — 77 companies will be present today compared to the 117 that attended the Spring 2001 career fair.

Career Center Director Larry Smith said the number of companies is lower, but he encourages students to attend the fair, and there are still job opportunities for University students.

"Jobs were extremely plentiful two years ago, and that's not the case now," Smith said. "But I encourage students who are looking for an opportunity and want to gain experience to attend the fair and take advantage of the opportunities that are available. The good news is there are 77 employers hiring college students."

Among the 77 slated to attend today, approximately 44 are corporations, including 24 Hour Fitness, Infinity Broadcasting-Portland, Progressive Insurance and Sherwin Williams.

In addition, 15 government agencies, 11 nonprofit organizations and six graduate schools are attending today's fair.

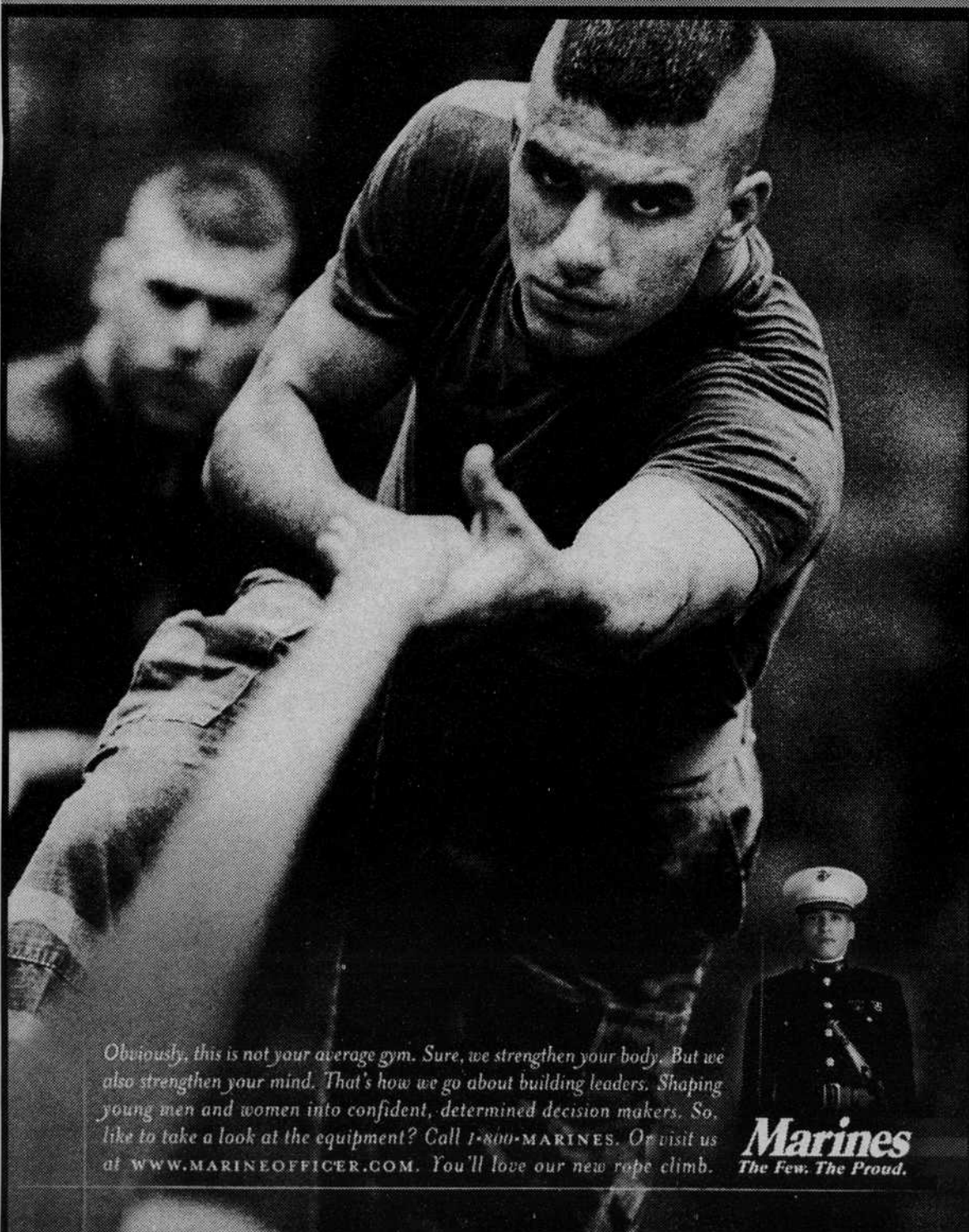
Yong said there are also some new opportunities for students to explore. For example, Pacific Northwest Advertising Executives Association is hiring an advertising representative and advertising graphic artist.

A new feature, adding to the regular format of the spring fair, is the Science Graduate School Fair in Willamette Hall.

Representatives from 25 graduate science schools including Georgetown University, Johns Hopkins University School of Nursing and the University of Puget Sound will be available to talk with students considering science graduate school.

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