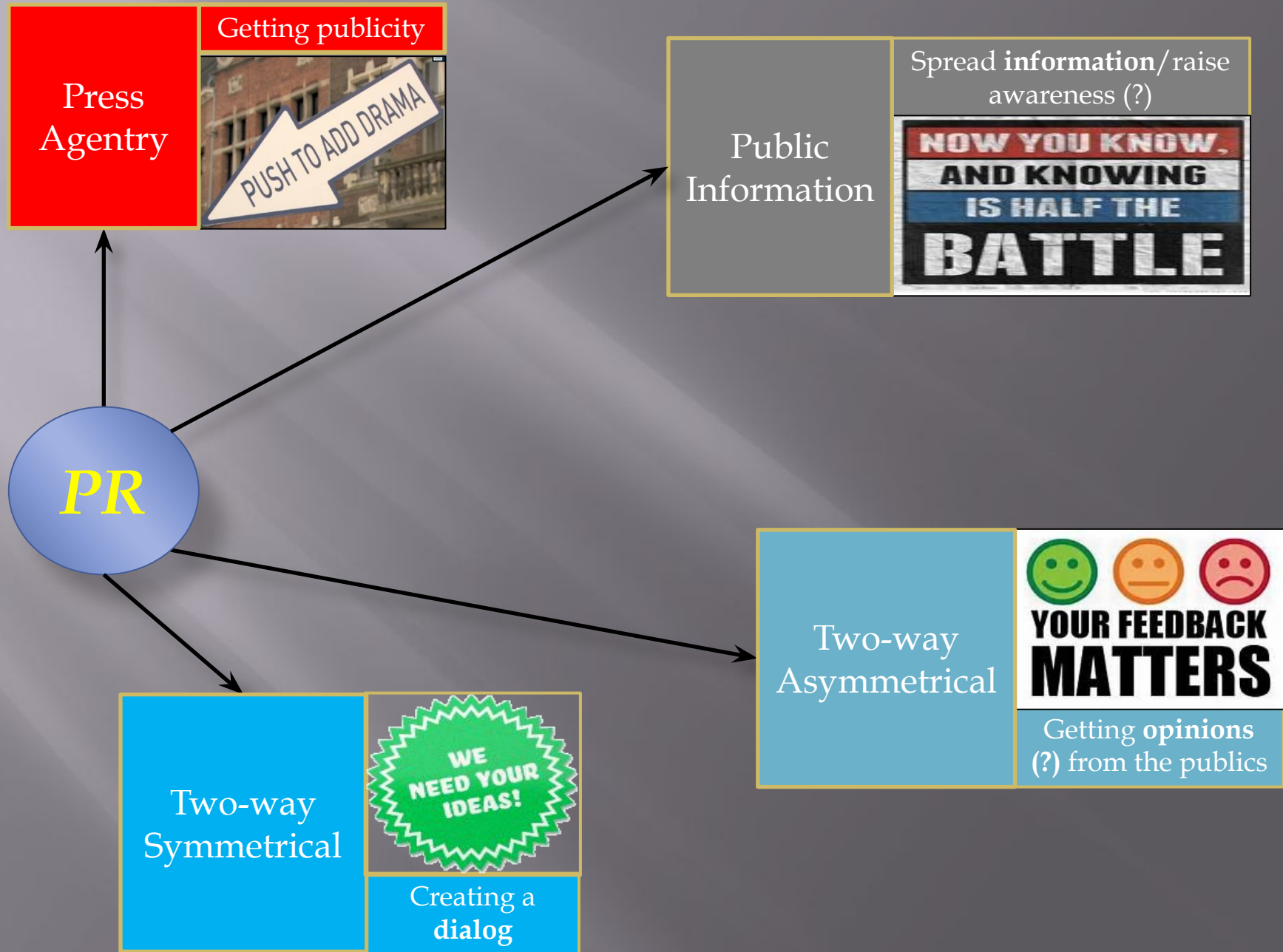


Models of Communication



Just what the doctor ordered (apparently)

- 1930^s: the American Medical Association's official journal starts publishing cigarette ads;
- 1946: the Camel begins a major ad push;
 - the basis – an "independent" surveying (conducted by an ad agency)

The advertisement is a vertical rectangular print. At the top, a photograph of a middle-aged man in a white lab coat and tie, holding a lit cigarette, is set against a red background. To his left is a yellow text box. Below the photo, the headline reads 'According to a recent Nationwide survey: MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE'. The main body of the ad contains several columns of text, a pack of Camel cigarettes, and a photograph of a woman with a cigarette in her mouth. At the bottom, the brand name 'CAMELS' is written in large letters, followed by 'Crestler Tobaccos'.

He's one of the busiest men in town. While his door may say *Office Hours: 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. These leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The loyal named must use Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camel now.

Your "T-Zone" Will Tell You...
T for Taste...
T for Throat...
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" in a "T."

CAMELS *Crestler Tobaccos*

Model of PR:

Two-way
Asymmetrical

Ultimate giveaway

- ▣ Sept. 13, 2004: each member of the Oprah Winfrey's studio audience got...
 - a new Pontiac G-6 sedan;
- ▣ Total giveaway number: 276



Model of PR:

Press Agency

People choose to go (or not)

- 1916: the Australian Imperial Force faces a *shortage of men*;
- Possible solution: *conscription*;
- 2 referendums:
 - Oct. 28, 1916;
 - Dec. 20, 1917;
- End result: *no conscription in Australia*



Model of PR:

Two-way
Asymmetrical

It sells

- Nov. 18, 1992: Superman #75 is released;
- “*The Death of Superman*”;
- Coverage in national news media;
- Total sales: 6 million copies



NEWSMAKERS

Model With a Cause

Models are usually seen and not heard. But lately, supermodel Iman has been raising her voice to decry the plight of her native Somalia. Last week Iman joined members of Congress in urging the United Nations to intervene more forcefully in the famine and civil war "that kill 1,000 of my people every day." This fall, 20 years after her family was expelled, she traveled to her homeland with a BBC film crew to narrate a documentary on the crisis. Iman, who is married to David Bowie, says that when it comes to aiding fellow Somalis, "I can make a lot of noise."

Somalia on her mind: Iman

Requiem for a Heavyweight

He didn't score a knockout, but challenger Riddick Bowe sent world heavyweight champion Evander Holyfield limping into boxing history last Friday night, pummeling him in 12 furious rounds in Las Vegas. Bowe, a 25-year-old Mike Tyson protégé from Brooklyn, now stands unbeaten after S2 fights. The judges were unanimous in declaring him the winner.

Holyfield, who finished the fight with one eye badly cut and the other nearly closed from a thumb jab, isn't eager for a rematch. But he retains his title as the wealthiest puncher alive. Counting the \$16 million or more he pulled down last week, he has amassed an estimated \$80 million during his 12 years as champ. Punishment has its rewards.

In your face: Bowe (left) deposed reigning champ Holyfield

Is This Truly the End for the Man of Steel?

He was faster than a speeding bullet and able to leap tall buildings in a single bound, but America's favorite comic-book superhero meets his match this week in a battle of the super-titans. After nearly 60 years of balancing two careers—meeting every challenge to the American Way, plus deadlines at the Daily Planet—Superman dies of battle wounds in the arms of Lois Lane after giving his life to defeat a spiny monster called Doomsday who would have leveled Metropolis.

Since plunking down in a cornfield in Depression-era Kansas, the Kryptonian has kept pace with world history. He conquered real-life supervillains Hitler and Stalin in the '30s and '40s, and lately grew badder and tougher for the steroid-crazed '90s.

Devoted fans are holding wakes and donning black armbands—courtesy of DC Comics. But the smart money says he'll be back. In 1986, DC resurrected Wonder Woman after her untimely death. It may take more than mere mortality to keep a Man of Steel down.

Model of PR:

Press Agency

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