

BURRELLE'S NewsExpress**The Boston Globe**

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It's going, going . . .

pt1 By Judy Rakowsky
GLOBE STAFF

The Marlboro man, already in his last season at Fenway, may beat it out of the old ballyard even sooner. Under an agreement reached yesterday between the Justice Department and Philip Morris USA, cigarette advertising will be banned from billboards within range of television cameras at professional stadiums and arenas nationwide.

The exact timetable for removing the Fenway sign and others like it under the agreement was not clear yesterday, but a Justice Department spokesman said the ads would probably be removed within the next couple of months.

Gregory King, the spokesman, said the pulling of the ads will come after the agreement is approved by a federal

Ban would limit tobacco billboards at sports events

judge in Washington, D.C.

The agreement will have no impact at Foxboro Stadium, where cigarette advertising is already prohibited, or at the new FleetCenter, which will not allow cigarette advertising when it opens this fall.

Red Sox officials said they had already decided to pull a Marlboro ad on a Fenway billboard at the end of this season. The ad had caused an uproar among some fans and anticancer groups over its close juxtaposition to a sign for the Jimmy Fund at Dana Farber.

The Justice Department agreement is designed to prevent any inadvertent

appearances of the Marlboro Man or any other cigarette reference on television. It settles a suit by the department, which accused Philip Morris of trying to skirt the 1971 federal ban on televised tobacco ads.

In a statement, Philip Morris said it was not violating the ban since the billboards were in place before the ban took effect.

A Philip Morris spokeswoman said the agreement is simply a formality, that it was already voluntarily "repositioning" the signs. Karen Daragan said the company has already resolved the matter in the 14 baseball parks, 14 football stadiums and five basketball arenas, including Madison Square Garden in New York.

John Buckley, vice president of the Red Sox, said, however, that when the

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team met with the company last October, Philip Morris denied the Sox request to replace the Marlboro sign with one for another Philip Morris product, such as Kraft jelly. Since the Sox already had a year left in the contract with the company, the ball club had no choice but to let the cigarette ad remain, he said.

But the club had already announced plans to pull the Marlboro ad at the end of the season and sees the agreement yesterday as an affirmation of that move.

"It just backs up what we're doing," Red Sox spokesman Kevin Shea, said of the settlement. "We're in the middle of making the park smoke-free."

Currently, Fenway Park has nonsmoking seats. John Harrington, Red Sox president, has plans to ban smoking at the park, but Shea said he did not know how long it would take to implement that policy.

"We have to give everyone some time to adjust," Shea said.

Philip Morris said the Justice Department agreement is "consistent with our ongoing efforts to place signage where it remains visible to stadium attendees but does not generate television coverage."

"The television pick-up these ads may have received in the past was incidental," Philip Morris said. "Repositioning our brand advertising affirms our objective of reaching adult smokers at the stadiums, not those watching on television."

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