

Return to Sender

Show magazines that publish tobacco ads that you're not buying the lies, and they shouldn't either!

AGE GROUP: middle school, high school

NUMBER OF PARTICIPANTS: the more the better

TIME: at least 3 weeks

RESOURCES: magazines, rubber stamp and inkpad, or stickers and markers or a printer

COST: \$20 to \$40

In 1998, tobacco companies promised not to market to teens, but what teen hasn't seen a cigarette ad in a magazine recently? The tobacco companies are still targeting youth; they still use sneaky tactics to send out their deadly messages portraying smoking as popular, fun and glamorous. They know that tons of teens flip through magazines, and that is why they advertise in them.

This is your chance to let those magazines know that you're not buying what tobacco ads say, and they should stop taking tobacco ads. Grab tons of guilty magazines, pull out the subscription cards and tobacco ads, and mail them back with a RETURN TO SENDER message. This will show them that you won't buy their tobacco advertising.

These magazines typically run tobacco ads, but make sure to check others and gather as many ads as you can:

Sports Illustrated	Time	Entertainment weekly
Glamour	Jet	People
Sporting News	Cosmopolitan	Rolling Stone

3 weeks before the event:

- Make a list of all the "guilty" magazines. We've started the list for you, but you can probably come up with some others.
- Start collecting magazines. Get your whole school involved by putting it in the announcements, making flyers or holding a contest for the class that brings in the most magazines.

2weeks before the event:

- Be creative! Design your stamp.
- Take the design to a stamp company to get the stamps made.
- Keep collecting as many magazines as you can!

1 week before the event:

- Tell the media what you're doing and how many magazines you've collected. (See the media section for tips.)
- Make sure everyone knows how they can get involved - make another school announcement to remind people.

Event day:

- Bring all of the stuff you need: magazines, rubber stamps and inkpads or stickers and markers, and boxes to collect everything.
- Once everyone arrives, start ripping out cards and stamping away.
- Box up the tobacco ads you found and send them back to the magazine or tobacco companies with a note, "Return to Sender," and anything else you want to get off your chest.
- Take lots of pictures so you can show your team at work. You can send photos to your local paper, and the Campaign is always interested in seeing what you are up to for KBD.

Other Ideas:

- Include a letter writing campaign to your members of Congress as part of your event. Let them know you want them to do something to stop Big Tobacco from targeting kids with magazine ads. Ask them to give the U.S. Food and Drug Administration the authority to regulate tobacco products and stop the tobacco industry from marketing to kids in magazines with high youth readership.
- Make sure you include the tobacco ads you collected with your letter so that your members of Congress can see some real examples of Big Tobacco targeting kids.
- Visit tobaccofreekids.org for more information about FDA regulation of tobacco.

Event Follow-up:

This event should motivate people to do more to fight tobacco. Here are a few ideas:

- Design your own ads that look like tobacco advertisements, but that tell the truth about Big Tobacco.
- Contact magazine publishers by phone or by visiting their offices. Voice your concerns and see if you can get them to reject tobacco ads.