

7TH DOCUMENT of Level 1 printed in FULL format.

Public Papers of the Presidents

August 12, 1995

CITE: 31 Weekly Comp. Pres. Doc. 1440

LENGTH: 903 words

HEADLINE: The President's Radio Address

BODY:

Good morning. This week I directed the Food and Drug Administration to propose stiff restrictions on the advertising, marketing, and sales of cigarettes to children, after a 14-month FDA study, an exhaustive study which found tobacco addictive, harmful, and readily available to young Americans. I did so because sometimes we must act sternly and boldly to fulfill our most fundamental moral obligation: Our duty as adults to ensure that our children grow up healthy and strong.

The grim fact is that every single day in America 3,000 new teenagers light up for the first time. Most are destined to become addicted, and a thousand of them will die before their time from diseases caused by tobacco.

Teenagers don't just happen to smoke. They're the victims of billions of dollars of marketing and promotional campaigns designed by top psychologists and advertising experts. These campaigns have one inevitable consequence: To start children on a lifetime habit of addiction to tobacco. And if you don't start smoking as a teen, chances are very good you'll never start at all. Somebody has to stop this. That's why I decided to act.

The way the cigarette companies reach children is especially effective. They sponsor auto races or tennis matches. The subtle message is that smoking can't be that bad for you if it's so intimately involved with sports. Well, our plan stops companies from sponsoring events in cigarette brand names.

Stores sell cigarettes in kiddie packs of a handful of cigarettes, or even sometimes just one cigarette, so teenagers with very little money can buy smokes out of their pocket change. My plan bans that, too. Billboards and ads in teen magazines show rugged men and glamorous women lighting up and blissful couples sharing their cigarettes. The message is: Smoking is sexy; it'll make you more attractive; it'll make you happier. My plan will ban those manipulative visual images, too.

Let's be clear: Cigarettes are a legal product, but cigarettes sales to minors are illegal in all 50 States. But lots of children smoke in all 50 States, getting these small packs or getting the cigarettes out of vending machines or sometimes just buying them across the counter. And the advertising has a lot to do with it. So let's end the hypocrisy of pretending that while sales to teens are illegal, marketing to teens is legal. Let's stop pretending that a cartoon camel in a funny costume is trying to sell to adults, not children.

Cigarette companies say they want to reduce teen smoking, but their lawyers rush to the courthouse to seek an order blocking our actions. Well, that's their right. But it is my duty to safeguard the health and the safety of our children. And I won't back down.

Now I'd like to turn the microphone over to a brave man, Victor Crawford. For years Mr. Crawford was a lobbyist for the top tobacco companies. He smoked, and tragically, he's now fighting his own battle against cancer. I think his comments on the tactics of tobacco advertising may be especially helpful.

Mr. Crawford.

Victor Crawford. Thank you, President Clinton, for giving me this chance to talk to the young people of America. And from the bottom of my heart, I thank you for the wonderful things you're doing to protect them from smoking. This was an issue you could have easily avoided, but instead you did the right thing and took the leadership position.

Kids, cigarettes are bad for you, and they're killers. I know. I used to work for the industry that makes them. I was part of a well-organized machine that depends on young people like you believing that cigarettes are okay. Some of the smartest people in America work at just one thing, figuring out how to get you to smoke. As tobacco kills off people like me, they need kids like you to replace me.

As the President has described already, anything goes, any marketing gimmick, any trick to make you want to smoke. They talk about peer pressure; how do you think that peer pressure starts? We did it through our advertising.

For several years I protected the cigarette industry from anybody who wanted to restrict smoking. I fooled a lot of people, and kids, I fooled myself, too. I smoked heavily, and I started when I was 13 years old. And now in my throat and in my lungs where the smoke used to be, there's a cancer that I know is killing me. It's too late for me, but it's not too late for you. Use your brain. Don't let anybody fool you. Don't smoke.

And Mr. President, on behalf of millions of other people like me, I thank you very much for the steps you are taking to stop cigarette companies from fooling the people into smoking and being a true leader that this country needs. Thank you.

The President. Mr. Crawford, thank you. Your courage in speaking out has inspired me, and it will help all of us to save the lives of countless young people in the future. Better than almost anyone in America you know the powerful forces that are trying to preserve the status quo. But no one -- no one -- should risk our children's future for their own personal gain. And your personal struggle, Mr. Crawford, and that of millions of other Americans who suffer from smoking's consequences, show why we must act and act now for our children, our families, and our American family.

Thanks for listening.

NOTE: The President spoke at 10:06 a.m. from the Oval Office at the White House.

LANGUAGE: ENGLISH

LOAD-DATE: October 2, 1995

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

August 12, 1995

RADIO ADDRESS OF THE PRESIDENT
TO THE NATION

The Oval Office

10:06 A.M. EDT

THE PRESIDENT: Good morning. This week I directed the Food and Drug Administration to propose stiff restrictions on the advertising, marketing, and sales of cigarettes to children, after a 14-month FDA study, an exhaustive study which found tobacco addictive, harmful and readily available to young Americans. I did so because sometimes we must act sternly and boldly to fulfill our most fundamental moral obligation -- our duty as adults to ensure that our children grow up healthy and strong.

The grim fact is that every single day in America 3,000 new teenagers light up for the first time. Most are destined to become addicted, and a thousand of them will die before their time from diseases caused by tobacco.

Teenagers don't just "happen" to smoke. They're the victims of billions of dollars of marketing and promotional campaigns designed by top psychologists and advertising experts. These campaigns have one inevitable consequence -- to start children on a lifetime habit of addiction to tobacco. And if you don't start smoking as a teen, chances are very good you'll never start at all. Somebody has to stop this. That's why I decided to act.

The way the cigarette companies reach children is especially effective. They sponsor auto races or tennis matches. The subtle message is that smoking can't be that bad for you if it's so intimately involved with sports. Well, our plan stops companies from sponsoring events in cigarette-brand names.

Stores sell cigarettes in kiddy packs of handful of cigarettes, or even sometimes, just one cigarette, so teenager with very little money can buy smokes out of their pocket change. My plan bans that, too. Billboards and ads in teen magazines show rugged men and glamorous women lighting up, and blissful couples sharing their cigarettes. The message is, smoking is sexy; it will make you more attractive; it will make you happier. My plan will ban those manipulative visual images, too.

Let's be clear: cigarettes are a legal product, but cigarettes sales to minors are illegal in all 50 states. But lots of children smoke in all 50 states, getting these small packs or getting the cigarettes out of vending machines, or sometimes just buying them across the counter. And the advertising has a lot to do with it.

So let's end the hypocrisy of pretending that while sales to teens are illegal, marketing to teens is legal. Let's stop pretending that a cartoon camel in a funny costume is trying to sell to adults, not children.

Cigarette companies say they want to reduce teen smoking. But their lawyers rush to the courthouse to seek an order

MORE

blocking our actions. Well, that's their right, but it is my duty to safeguard the health and the safety of our children. And I won't back down.

Now I'd like to turn the microphone over to a brave man, Victor Crawford. For years Mr. Crawford was a lobbyist for the top tobacco companies. He smoked, and tragically, he's now fighting his own battle against cancer. I think his comments on the tactics of tobacco advertising may be especially helpful.

Mr. Crawford.

MR. CRAWFORD: Thank you, President Clinton, for giving me this chance to talk to the young people of America. And from the bottom of my heart, I thank you for the wonderful things you're doing to protect them from smoking. This was an issue you could have easily avoided, but instead you did the right thing and took the leadership position.

Kids, cigarettes are bad for you, and they're killers. I know. I used to work for the industry that makes them. I was part of a well-organized machine that depends on young people like you believing that cigarettes are okay. Some of the smartest people in America work at just one thing -- figuring out how to get you to smoke. As tobacco kills off people like me, they need kids like you to replace me.

As the President has described already, anything goes -- any marketing gimmick, any trick to make you want to smoke. They talk about peer pressure; how do you think that peer pressure starts? We did it through our advertising.

For several years I protected the cigarette industry from anybody who wanted to restrict smoking. I fooled a lot of people; and, kids, I fooled myself, too. I smoked heavily and I started when I was 13 years old. And now in my throat and in my lungs where the smoke used to be there's a cancer that I know is killing me.

It's too late for me, but it's not too late for you. Use your brain. Don't let anybody fool you. Don't smoke.

And, Mr. President, on behalf of millions of other people like me, I thank you very much for the steps you're taking to stop cigarette companies from fooling the people into smoking and being a true leader that this country needs. Thank you.

THE PRESIDENT: Mr. Crawford, thank you. Your courage in speaking out has inspired me, and it will help all of us to save the lives of countless young people in the future. Better than almost anyone in America, you know the powerful forces that are trying to preserve the status quo. But no one -- no one -- should risk our children's future for their own personal gain. And your personal struggle, Mr. Crawford, and that of millions of other Americans who suffer from smoking's consequences, show why we must act, and act now, for our children, our families, and our American family.

Thanks for listening.

END

10:11 A.M. EDT

~~Final~~ - revised

Presidential Radio Statement
Tobacco Proclamation
September 13, 1995

Last month, I announced the nation's first comprehensive plan to reduce smoking by our nation's youth. I did that because I believe it is in the best interests of our country to help a new generation of Americans avoid the difficult and grueling personal battle with an addiction that could cost millions of them their lives.

Today marks the successful end of a long-standing effort to address problems created by the surge of cheap imported tobacco into the country. As American tobacco farmers know all too well, the United States witnessed steep increases in inexpensive tobacco imports in the early 1990s. In 1993 alone, U.S. imports of tobacco surged to more than 300,000 metric tons. These imports disrupted our markets and created great uncertainty for American growers.

For more than a year, we have worked to resolve this problem by negotiating a series of agreements with tobacco exporting countries. We've worked closely with members of Congress from tobacco states and we have crafted a solution that works for American farmers.

This action will help stabilize the U.S. tobacco market. The United States will now limit total tobacco imports to roughly 150,000 tons -- less than half the level we witnessed during the worst year of import surges.

My Administration is committed to reducing smoking by children by 50 percent within seven years. This is a good agreement that will limit the import of cheap tobacco and bring predictability and stability to the market for American farmers.

look for
transcript?

Presidential Radio Statement
Tobacco Proclamation
September 13, 1995

Last 10-15
yrs, tob co's have
found way to import
higher & as
lower price

*-we contributed
to surge of tobacco
sales & cheaper*

Today marks the successful end of a long-standing effort to address problems created by a surge of imported tobacco. For the past X years, sales of cheap cigarettes increased have increased from Y to Z. The Proclamation I have signed will limit the import of tobacco that goes into the production of cheap cigarettes.

As American tobacco farmers know all too well, the United States witnessed steep increases in tobacco imports in the early 1990s. In 1993 alone, U.S. imports of tobacco surged to more than 300,000 metric tons. These imports disrupted our markets and created great uncertainty for American growers.

For more than a year, we have worked to resolve this problem by negotiating a series of agreements with tobacco exporting countries. Members of the House and the Senate from tobacco states have worked with us to craft a solution that works for American farmers and industry. The action I have taken today is the culmination of that effort.

This action will help stabilize the U.S. tobacco market. Under these new arrangements, the United States will limit total tobacco imports to roughly 150,000 tons. This level is less than half the level we witnessed during the worst year of import surges.

We've worked hard to formulate a good agreement for American tobacco farmers, an agreement that will bring predictability and stability to the market -- and, more importantly, an agreement that will help hard-working tobacco farmers and their families compete (and thrive) in a global economy.

Andy Hynar

690-7998

Presidential Radio Statement
Tobacco Proclamation
September 13, 1995

Today I am pleased to announce good news for American tobacco farmers. Today marks the successful end of long-standing effort to address problems created by a surge of tobacco imports.

As American tobacco farmers know all too well, the U.S. witnessed steep increases in tobacco imports in the early 1990s. In 1993 alone, U.S. imports of tobacco surged to more than 300,000 metric tons. These imports disrupted our markets and created great uncertainty for American growers.

For more than a year, we have worked to resolve this problem by negotiating agreements with tobacco exporting countries in the GATT. Members of the House and the Senate from tobacco states have worked with us to craft a solution that works for American farmers and industry. The Proclamation I signed today is the culmination of that effort.

This Proclamation will help stabilize the U.S. tobacco market. Under this new arrangements, the U.S. will allow total tobacco imports of roughly 150,000 tons. This level is less than half the level we witnessed during the worst year of import surges.

We've worked hard to formulate a good agreement for American tobacco farmers, an agreement that will bring predictability and stability to the market. With the support of Congress, growers and the industry -- we've demonstrated again that this Administration stands up for American farmers.

President Clinton
Tobacco Radio Actuality
September 13, 1995

Today marks the successful end of a longstanding effort to problems created by the surge of cheap imported tobacco in the country. As Americas tobacco farmers know all too well, the United States witnessed steep increases in inexpensive tobacco imports since the early 1990's. In 1993 alone, U.S. imports of tobacco surged to more than 300,000 metric tons disrupting our markets and creating great uncertainty for American growers.

For more than a year, we have worked to resolve this problem by negotiating agreements with tobacco exporting countries. We've worked closely with members of Congress from tobacco states that we have crafted a solution that works for American farmers.

This action will help stabilize the U.S. tobacco market. The United States will now limit total tobacco imports to roughly 150,000 tons less than half the level we witnessed during the worst year of import surges.

Our administration is working since last month on the nation's first comprehensive plan to reduce smoking among the nation's youth a goal shared by all Americans. We are doing that because we think it is in the best interest of our country to help a new generation of Americans face a difficult and grueling battle of addiction that can cost millions of Americans their lives. We believe that that effort which is designed to reduce smoking by children by 50 percent within 7 years is good for the country. We also believe that these agreements I'm announcing today the product of hard work to limit the imports of cheap tobacco and bring predictability and stability to the market for American tobacco farmers is also good for the country.

Embargoed For Release
Until 10:06 A.M. EDT
Saturday, June 15, 1996

*tobacco
remarks*

RADIO ADDRESS OF THE PRESIDENT
TO THE NATION

The Oval Office

THE PRESIDENT: Good morning. Tomorrow millions of Americans will reach out to their fathers in thanks. I believe being a father is the most important job a man can do. Today I want to talk with you about what our nation can do to help fathers as they try to raise good children.

A good, strong father can make the difference between a lifetime of disappointment and anger, and a lifetime of fulfillment and good parenting in turn. Children from single-parent families are twice as likely to drop out of high school, to have a child before they're 20, to live in poverty. Children who don't have a dad at home are more likely to do worse in school than those who do, regardless of their household income.

Yet, in so many ways, being a father today is harder than it was when our own dads were young. Most fathers are working longer hours to help support their families. At the same time, as many women move into the workplace, many, many American fathers find themselves taking on even greater responsibilities athome.....
.....(cut to tobacco remarks)

Parents also know that, aside from television and drugs, alcohol and tobacco are two of the biggest dangers to our children. Our administration is working hard, along with tens of thousands of citizens, including so many young people in anti-smoking groups, to keep our children away from tobacco. Every day 3,000 kids start to smoke in this country illegally. And 1,000 of them will have their lives shortened as a result. Our administration has proposed strong rules to prevent the advertising, marketing, and sales of tobacco to children.

Now some political leaders who oppose our efforts to restrict advertising and sales to children are saying that cigarettes are not necessarily addictive, even going so far as to compare the dangers of kids smoking to the dangers of some children drinking milk. Well, that's certainly the tobacco company line. But it was the Surgeon General, Dr. C. Everett Koop, under President Reagan, who concluded nearly a decade ago that cigarettes are addictive, highly addictive. In fact, next week 130 of the nation's top doctors and scientists are meeting

to discuss how people can break free from tobacco addiction, not whether it's addictive.

So when political leaders parrot the tobacco company line, say cigarettes are not necessarily addictive, and oppose our efforts to keep tobacco away from our children, they continue to cater to powerful interests, but they're not standing up for parents and children. In fact, they're making the job of being a parent even harder.

So on the eve of this Father's Day I say to the tobacco industry, support our efforts to keep tobacco away from our kids. And I say to others in public life, stop fighting those efforts; you should be supporting them, too.