

GLOBE TO STOP CARRYING TOBACCO-RELATED ADS

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ABSTRACT (ABSTRACT)

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With the ban, the Globe joins a small list of newspapers that reject tobacco advertising. The list includes The New York Times, which, like the Globe, is owned by The New York Times Co. Globe officials said the decision to ban tobacco advertising was entirely a local one.

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FULL TEXT

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The Christian Science Monitor, Seattle Times, San Jose (Calif.) Mercury News, and Honolulu Star-Bulletin also refuse tobacco ads.

In reaching the decision to ban tobacco ads, Globe publisher Richard H. Gilman said he had to weigh a newspaper's responsibility in balancing the free flow of information with sometimes opposing values.

"Even though tobacco remains legal, its effect on public health is clear," Gilman said in a statement. "We can no longer justify carrying advertisements that promote a product when the harm it causes is so evident and is now acknowledged even by one of the tobacco companies."

"We cannot in good conscience expose our readers, particularly our young readers, to any more of these messages," he continued.

Brown & Williamson Tobacco Corp. spokesman Mark Smith said the Globe's decision raises disturbing questions about what measures the newspaper would take in the perceived interest of its readers.

"If that's going to be the criteria, it ought to go across the board," Smith said. It "makes one wonder what's next - violent movies, fatty foods, alcohol?"

The Globe said tobacco ads have accounted for only a small fraction of total revenues but did not elaborate with specific numbers.

The ban on accepting tobacco ads is effective immediately for the pages of the Globe newspaper. For sections of the paper that are printed or published by others but carried by the Globe, such as Sunday supplements, the ban will go into effect Jan. 1. Some of these sections are printed weeks before the actual day of distribution.

The Globe repeated yesterday that it tries to impose as few restrictions on advertising as possible. Among ads the Globe refuses to accept are those for handguns, ammunition, automatic weapons, 900 telephone numbers, dating and escort services, and term paper agencies.

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