

# Chicago Sun-Times

WEDNESDAY, OCTOBER 4, 1989

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## Hispanic health warning sounded

**M**arketers of alcoholic beverages, tobacco, fast foods and soft drinks are exacerbating health problems in the Hispanic community with the barrage of advertising messages being received by this segment of consumers, according to public health experts.

A report published by the Center for Science in the Public Interest in Washington, D.C., links the rising rates of cancer, obesity, diabetes and alcoholism among the Hispanic population in the United States to the boom in advertising dollars spent to target the quickly growing Hispanic population here.

But Hispanic advertising executives say the problem lies more in the paucity of educational material on health issues being communicated to the Hispanic population.

The report, called "Marketing Disease to Hispanics," cites in particular a 132 percent increase in lung cancer rates among Hispanic men in Colorado between 1970 and 1980, compared with a 21 percent increase among white men.

Hispanic women, the report says, are smoking more while the level of smoking among the general population is declining.

Because some Hispanic sub-groups suffer from diseases such as diabetes, liver cirrhosis and some cancers at higher rates than the non-Hispanic population, advertisers of fast foods and sugared products have an "ethical responsibility" to lessen the advertising intensity to these groups, according to the center's executive director, Michael Jacobson.

Jacobson, a long-time opponent of cigarette and alcoholic beverage advertising, said his organization now will work with local Hispanic groups to fight billboard advertising in their communities and to urge Spanish language radio and TV stations to carry more public service announcements on health-related issues.

George L. San Jose, president of the ad agency San Jose Associates in Chicago, disputes the report's contention that Hispanics are preyed upon unfairly by advertisers.

"The commercial guidelines followed in general market advertising are followed in Hispanic ads," San Jose said. "Very few clients will allow you to go apart from main-

stream product positioning."

"The problem is, there is not a balance," says Jorge Caballero, president of his own agency in Chicago. "There is not enough education or information on health issues coming to the Hispanic community."

This lack of information may make Hispanic consumers more vulnerable to advertising messages, Caballero said.

**ZENITH KEEPS THEME:** Zenith Electronics Corp. still will be the company where "the quality goes in before the name goes on," even after the sale of its computer division to the French firm Groupe Bull SA. Retention of the 62-year-old theme line and the "lightning bolt" logo were part of the deal with Zenith, a company spokesman said. Foote, Cone & Belding, which is the ad agency for the Glenview company, will retain the computer division at least through the end of the year, as holiday marketing programs already are in place. FCB's working relationship on the consumer electronics business will be unaffected by the deal.



**Nancy Millman**  
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**'IDLE LIFE' FOR KRAFT EXEC:** The departure of Joel Weiner, executive vice president of marketing services at Kraft USA, comes as many Kraft executives, Weiner included, find salaried employment to be less of a financial necessity after the acquisition of Kraft by Philip Morris Cos. returned such premiums on their stock holdings.

Weiner, who recently turned 50, says he wants to take "super-early retirement" and do "absolutely nothing for a year" to see how the idle life suits him.

The role of Charles Martin as vice president-marketing services will be different from Weiner's post because of the consolidation of network media buying at Kraft General Foods in White Plains, N.Y.

Roger Deromedi, a former General Foods executive who has held the title of vice president-corporate development at Kraft, will take over Martin's role of vice president-marketing with responsibility for salad dressings, mayonnaise and Miracle Whip.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency