

Sauder School of Business
THE UNIVERSITY OF BRITISH COLUMBIA
2053 Main Mall, Vancouver, BC, Canada V6T 1Z2

CURRICULUM VITAE
(as of February 2013)

RICHARD W. POLLAY

Professor Emeritus, Marketing Division
Curator, History of Advertising Archives

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Vancouver, BC V6R 2A5
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I. BIOGRAPHICAL DATA

Place of Birth: New Britain, CT (USA)
Date of Birth: June 28, 1940
Citizenship: Canadian & US

Sex: Male
Marital Status: Married
Children: None

II. EDUCATION

a) Undergraduate

1958-1962: Rensselaer Polytechnic Institute, B. Management Engineering

b) Graduate

1962-1963: University of Chicago, Masters of Business Administration
1964-1966: University of Chicago, Ph.D. (awarded, 1970)

c) Graduate Theses Titles

Ph.D.: "A Theoretical and Experimental Investigation into the Factors Affecting
Decision Completion Time"

d) Academic Awards Prior to Final Degree

Ford Foundation Research Fellowship, Summer 1968
Sears and Roebuck Doctoral Fellowship, 1965
American Marketing Association, Certificate of Merit, 1962
Degree cum laude, Rensselaer Polytechnic Institute, 1962
Tau Beta Pi (Engineering Honorary)
Epsilon Delta Sigma (Business Honorary)

III. PROFESSIONAL EMPLOYMENT RECORD

a) Teaching or Research Positions Held Prior to UBC Appointment

1966-1970: Assistant Professor, University of Kansas

b) Date of First UBC Appointment: July 1, 1970

c) Rank of First Appointment: Associate Professor

d) Subsequent Ranks and Dates of Promotion:

July 1, 1976 Chairman, Marketing Division

July 1, 1986 Full Professor

July 1, 2001 Professor Emeritus

e) Date of Granting of Appointment without Term: July 1, 1973

f) University & Faculty Teaching and Service Responsibilities

UBC Teaching:

MBA Core, 462, 468, 660, 569

Captained MBA CORE Teaching Team, Fall 1999, Fall 2000

Robin Brent Ritchie, PhD Committee, "Giving Ads the benefit of the Doubt: Trust, Cooperative Communication, and Consumer Acceptance of Implications in Advertising."

Timothy Dewhirst, PhD Dissertation Supervision. "Tobacco Marketing and Public Policy in Canada, 1960-2002: The Role of Sponsorship." (July 2003)

UBC Academic Associations:

Centre for Applied Ethics, Associate Faculty, (1992-2001)

Health Care & Epidemiology, Faculty of Medicine, Assoc. Faculty (1986- 2006).

Institute for Health Promotion Research, Associate Faculty (1992-2001)

Sing Tao School of Journalism, Steering Committee (1997-99)

UBC Service: Committees:

MBA Core Curriculum Committee

Appointments, Promotions and Tenure Committee

Applied Ethics Search Committee

Executive Committee

Dean's Search Committee

Dean's Job Specification Committee

Coordinator, Faculty Forum

User's Committee (Building Plans) for Henry Angus

Restructuring Executive Committee (Chairman)

Dean's Advisory Committee

MBA Programme Committee

Library Committee

Undergraduate Affairs Committee

PhD Student Advisor, Marketing Division

Faculty of Pharmaceutical Sciences, Commerce Representative

UBC Press Editorial Committee

PhD Programme Committee

Faculty of Commerce Graphic Identify Task Force

Other UBC Service:

Editor, *Journal of Business Administration*, 1971-1975

Chairman, Marketing Division, 1976-1981

Curator, History of Advertising Archives, 1976 - present
Consulting Editor (Advisor), *Business Review*, 1984-90.

g) Leaves of Absence

1975-1976: Academic leave to Harvard, International Scholars Program, School of Business Administration.
1981-1982: 1 year sabbatical for research in residence, Social Science and Humanities Research Council, Content Analysis of Advertising in History.
1983: Visiting Professor, Benton & Bowles (Ad Agency), New York.
1986-1987: 1 year sabbatical for Research and consulting at Archives Center, Smithsonian Institution and Library of Congress, Washington, D.C.; ACR Consumer Odyssey, summer 1986 - "Highways and Buy-ways of America."
1992: Sabbatical: Center for the Study of Commercialism, Washington, D.C.
1997: Sabbatical: Tobacco advertising research, testimony and litigation.

IV. PROFESSIONAL ACTIVITIES

a) Memberships in Professional Societies

American Academy of Advertising
Association for Consumer Research
Point of Purchase Advertising Institute (POPAI)

b) Academic or Professional Awards and Invitations

Ford Foundation Fellowship to Participate in Workshop for Laboratory Experimental Research in Business and Economics, University California, Berkeley, 1968
Selected participant, Workshop of Experimental Research on Consumer Behavior, Ohio State University, 1969.
Selected participant, Conference of Major Issues in Business' Role in Modern Society, UCLA, 1972.
Visiting Scholar, International Scholars Program, Graduate School of Business Administration, Harvard University, 1975-1976.
Keynote paper for founding issue of Journal of Advertising History

Visiting Professor, to Benton and Bowles, New York, Summer 1983, selected by American Advertising Federation.
James Webb Young Scholar in Residence, University of Illinois, Fall 1984.

Visiting Research Scholar, Dept. of Marketing, School of Business, University of Utah, May 1985.
Invited author by *Current Issues and Research in Advertising* to review social and cultural effects of advertising, 1986.
Walter Schmidt Lecturer, University of Santa Clara, California, "Promotion, Politics and Policies for a Pandemic Product - Cigarettes," April 1988.
Erskine Fellow, University of Canterbury, New Zealand, May/July 1988.
St. Dunstan's Ethics Lecture, University of PEI, Charlottetown, PEI, Feb. 10, 1989
Donald W. Davis Lecture, Pennsylvania State University, Feb. 1990.
Keynote Speaker, Atlantic Schools of Business Annual Conference, Halifax, Nov. 1991.

Feature Lecturer, Center for Research in Journalism and Mass Communications, University of North Carolina, March 1992.

Nominated for Editor, Journal of Consumer Research, 1994 (declined)

University Lecturer, University of Wisconsin, Madison, April 1993.

Invited contributor to multiple U.S. Surgeon General's Report of Smoking and Health (1994-Youth; 1998-Minorities; 2001-Women)

Professional Research Excellence Award, Faculty of Commerce, UBC, 1994.

"Through his research lectures, media appearances, and his serving as an expert witness, Richard Pollay has clearly established himself as the world's leading expert on the history and effects of tobacco advertising. This was supported by numerous letters of reference from lawyers involved in court cases where Rick was an expert witness, the Director of the Office on Smoking and Health at the Centers for Disease Control in Atlanta, Georgia, journal editors, and other academic colleagues. Rick's work has culminated in his selection to be a major contributor to a 1994 Surgeon General's Report, *Preventing Tobacco Use among Young People*."

World Health Organization, invited "Temporary Advisor" to "Global Tobacco Control Law" Convention, New Delhi, Jan, 2000 (declined)

Nominee, Paul D. Converse Award (American marketing Association), 1999, 2000

Keynote Address, "Sifting the Ashes: Understanding Cigarette Marketing Through Historical and Archival Research," Conference on Historical Analysis and Research in Marketing (CHARM), Duke University, May 2001.

American Marketing Association "Best Article in Advertising Award" for Outstanding Contribution to the Literature, recognizing "Here's the Beef: Factors, Determinants and Segments in Consumer Criticism of Advertising," *Journal of Marketing* 1993 (co-authored with Banwari Mittal). Award committee assesses research five years after publication to judge research that "has stood the test of time as a much cited, memorable, and significant research effort" from all papers published in the American Marketing Association Journals: the *Journal of Marketing*, the *Journal of Marketing Research* and the *Journal of Public Policy & Marketing*.

American Marketing Association "Best Article in Advertising Award" Award for Outstanding Contribution to the Literature, recognizing "The Last Straw" co-authored with S. Siddarth et al., *Journal of Marketing* (1996). Award committee assesses research five years after publication to judge research that "has stood the test of time as a much cited, memorable, and significant research effort" from all papers published in the American Marketing Association Journals: the *Journal of Marketing*, the *Journal of Marketing Research* and the *Journal of Public Policy & Marketing*.

Special Invited Presentation, “Cross-Cultural Cigarette Marketing and Advertising: WHO Cares!?”, Eighth Cross-Cultural Research Conference, Oahu, Hawaii, Dec. 2001.

Misc. Invited Research Presentations, with various titles:

International Advertising Association (NY), Harvard Graduate School of Business Administration, Columbia University, Universities of Alabama, Colorado, Connecticut, Georgia, Illinois, Massachusetts, Mississippi, Missouri, North Carolina, Utah, Washington, Wisconsin, University of Copenhagen Handelshojskolen (Denmark), Auckland University (New Zealand), University of Canterbury (New Zealand), Xian Jiaotong University (China), Universidad de las Americas (Mexico), Acadia University (Canada), American University (DC), Auburn University, Rutgers (NJ), Memphis State University, Georgetown University, Colorado State University, Illinois State University, Marquette University, Northern Kentucky University, Seattle University, University of Santa Clara, University of Cincinnati, City University, Simon Fraser University, Queen's University (Canada), Economic and Business Historical Society, University Hospital (UBC Vancouver), Canadian Association for Media Education, Canadian Cancer Society, Canadian Genetic Diseases Network Conference, Canadian Society for Addiction Medicine, Ontario Tobacco Research, Substance Abuse Librarians and Information Specialists, etc.

“The Distorted Mirror,” *Journal of Marketing* (1986), recognized as a “seminal critique of advertising’s unintended social consequences [that] is ranked highly on the list of most influential articles.” See Fred K. Beard, “Peer Evaluation and Readership of Influential Contributions to the Advertising Literature,” *Journal of Advertising*, Vol. 31 #4 (Winter 2002), p65-75.

Superior Court of Quebec (André Denis, Judge), Decision in JTI-Macdonald et al vs. AG of Canada (Dec, 2002), p37. Dr. Richard Pollay “is a virtual living encyclopedia on tobacco advertising and a scrupulously rigorous marketing researcher.” (p37)

The Distorted Mirror,” *Journal of Marketing* (1986), described as “much quoted by scholars and experts of our country [Italy].” Translated into Italian as “Lo specchio distorto” and published as the seminal influence on Adriano Zancacchi, *Pubblicità: effetti collaterali*. Rome, Italy: Editori Riuniti, 2004, p195-230.

Pollay (2000), “Targeting of youth and concerned smokers” among the top 10 most cited and web accessed articles in *Tobacco Control*. See: Chapman, Simon (2004), “Changes at Tobacco Control,” *Tobacco Control*, 13: 3211-322.

Recipient: **Kim Rotzoll Award for Advertising Ethics and Social Responsibility** (2007). Awarded by the American Academy of Advertising, the Rotzoll Award recognizes outstanding contributions to

the study and practice of ethical and socially responsible advertising. Open to both academics and practitioners, the Rotzoll Award is not given annually but only to those who have demonstrated a continuing commitment and lifetime achievement in furthering advertising ethics and social responsibility.

c) Professional Service

Editorial Boards:

Adbusters
Consumption, Markets & Culture
Journal of Advertising
Journal of Advertising & Society
Journal of MacroMarketing
Journal of Marketing
Journal of Marketing History
Journal of Public Policy & Marketing

Executive and Advisory Board Memberships:

Association for Consumer Research, 1989-1992
Conferences on Historical Research in Marketing 1986-1994
American Academy of Advertising Publications, 1988-1991
Center for the Study of Commercialism, 1991-1994

Association Roles:

Association for Consumer Research, 1989 Conference Co-chair
Association for Consumer Research Conference, 1989, co-editor.
American Marketing Association, Doctoral Dissertation Judge.
American Academy of Advertising, Publications & Editor Selection.

Ad Hoc Referee (in alphabetic order):

American Journal of Public Health
Canadian Historical Review
Canadian Journal of Administrative Sciences
Current Issues & Research in Advertising
International Journal of Advertising (London)
Journal of Applied Social Psychology
Journal of the American Medical Association (JAMA)
Journal of the Medical Women's Association (JAMWA)
Journal of Broadcasting & Electronic Media
Journal of Business Research
Journal of Communication
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Macromarketing
Journal of Marketing, 1998ff
Journal of Marketing Research
Journal of Public Health Management and Practice
Marketing and Public Policy Conference
Nicotine and Tobacco Research

Psychology and Marketing
Research in Consumer Behavior
Social Science & Medicine
Tobacco Control (British Medical Journal)
American Academy of Advertising Conferences
American Marketing Association Conferences
Association for Consumer Research Conferences
Canadian Institute for Health Research (CIHR)
National Cancer Institute, Monograph Series (tobacco)
National Cancer Institute, Grants re Tobacco Documents
Social Sciences and Humanities Research Council (Canada)
U.S. Surgeon General's Reports

Curator, History of Advertising Archives, 1976-Present

Participant, Association for Consumer Research Odyssey, "Highways and Buy-ways of America," 1986.

Publications Committee, American Academy of Advertising, 1987-1991.

Program Committee Co-Chair, Association for Consumer Research, Annual Conference, New Orleans, Oct. 1989.

Doctoral Dissertation Judge, American Marketing Association, 1990, 1993, etc.

Affiliate Investigator, Ontario Tobacco Research Unit, Toronto (1994ff)

Reviewer for 1998 AMA Educators Track: Info re: Public Policy.

National Institutes of Health, reviewer of "Cigars: Health Effects and Trends"

Cancer Research Campaign (London), grant review.

Johns Hopkins University Press, reviewer of Advertising Progress.

Expert Panel member, "Direct to Consumer Advertising of Prescription Drugs."

Barbara Mintzes. Principle Investigator

Grant Applications (Consultant/Advisor):

Dr. Anne Lavack, "Society, Culture and the Health of Canadians"

Dr. Ron Davis, "Evidence presented to Courts on Tobacco"

d) Other Public Service

"Signs of the Times," Vancouver Art Gallery, on the evolution of advertising media, style and intensity, 1975.

"Dr. Bossin's Home Remedy for Nuclear War," Script consultant, 1986.

"Peace Ads" - Judge, U. N. Pavilion, Expo 86.

"The Shirts Off Our Backs: The Ad Medium for Firms Large and Small"

University of British Columbia Open House Display.

Testimony, B.C. Provincial Legislative Assembly Committee Hearing on Retail (Cigarette) Sales to Minors, Feb 16, 1993.

Testimony, House of Commons, 35th Parliament, Committee on Health, Ottawa, May 3 1994 (published as minutes 7:16-7:27, on Cigarette Plain Packaging)

Testimony, Vancouver Board of Parks and Recreation, re; Benson & Hedges Symphony of Fire Sponsorship: Jan 9, 1995; April 3, 1995.

"Smoke & Mirrors: The Ethics of Cigarette Marketing," Vancouver, BC Hydro, Ethics for Breakfast Series, Nov. 5, 1996.

B. C. Lung Association, Annual General Meeting, Luncheon Speech, "Tobacco's Tricks for Trapping Teens," June 20, 1996.

Testimony: Senate of Canada, Standing Committee on Legal and Constitutional Affairs. Ottawa, ON. Re: Bill C-71, An Act to Regulate the Manufacturer, Sale, Labelling and Promotion of Tobacco Products, April 7, 1997

Rotary Club, Luncheon Speech, Burnaby, BC, May 28, 1997.

Kiwanis Club, Dinner Speech, N. Vancouver, July 15, 1997.

Consultant to:

American Advertising Museum, Portland, OR, 1985

The Smithsonian Institution, Washington, D.C., National Museum of American History, Archives Center, Modern Advertising History Project, 1986.

N. Y. Times, Wall Street Journal, Washington Post, Globe and Mail, Toronto Star, Reader's Digest, Consumer Reports, etc.

Prime Time (ABC), British Broadcasting Corporation (BBC), CBC, National Public Radio (NPR), etc.

Museum of Modern Art, New York City, 1989.

Health & Welfare Canada and Ministry of Justice, 1989.

National Endowment for the Humanities (US), on Exhibitions from the D'Arcy Collection, University of Illinois, 1989.

The Media Foundation, Ad-Busters Magazine, 1989.

U.S. Government Accounting Office, 1991.

Robert Wood Johnson Foundation, 1992.

U. S. Department of Justice, 1992.

U.S. Surgeon General, Office on Smoking & Health, 1992-1996.

U.S. Food and Drug Administration, 1995-1996.

Health Canada and National Cancer Institute, member of expert Delphi panel on "Tobacco Marketing and Youth," 1996.

National Cancer Institute, 1997, 2000, 2002, 2004.

Cancer Research Campaign (London), 1997.

Univ. Of Arizona, "Children's Responsiveness to Anti-Tobacco Messages," Dr. Merrie Brucks, Principal Investigator.

Ontario Tobacco Research Unit (OTRU)

Canadian Tobacco Control Research Summit, Ottawa, April 19-21, 2002.

Gov't of Canada: Health Canada: Scientific Advisory Panel re Schedule A: Food and Drugs Act (re: Direct to consumer advertising of health remedies). (2005)

Gov't of Canada: Federal Tobacco Control Strategy: On construction of expert roundtables (2005)

Gov't of Canada: Industry Canada, Bureau of Business Practices, Competition Bureau, (re: Light cigarettes) (2005)

Expert Witnessing:

On Consumer Risk Perceptions and Forecasting Behavior: B.C. Supreme Court, "Gold v DeHaviland," 1984.

On Cigarette Advertising Content and History: Federal District (N.J.) Court, "Cipollone v Liggett Group Inc., et al," 683 F. Supp. 1487, (D.N.J. 1988).

On Cigarette Advertising Functions and Management: Quebec Superior Court (Montreal), "Imperial Tobacco Limitee & RJR-Macdonald Inc. c. Le Procureur General du Canada," 1990.

- On Cigarette Public Relations: Circuit Court (Oxford, Mississippi), "Horton vs. American Tobacco Company," 1990.
- On Cigarette Advertising and Public Relations: Circuit Court (Greenville, Mississippi), "Wilkes vs. American Tobacco," 1993.
- On cigarette billboards in sports stadia: "Sterling Doubleday vs City of New York and Philip Morris", Supreme Court, State of New York, County of Queens, Affidavit re: Kids, Baseball and the Marlboro Man (Signage)." June 1994.
- On advertisers influence on media content: "Adbusters v. Canadian Broadcasting Corp.," Supreme Court of BC, Oct. 23, 1995.
- On role of cigarette advertising on billboards: "City of Vancouver v. Errol Povah," Jan 1997.
- On 1960s cigarette advertising, "Connor v. RJR" (Jacksonville, FL), April 21, 22, 1997
- On 1960s advertising, "Widdick (Maddox) v. Brown & Williamson et al." (FL) Deposed Mar 6, 1998, Trial May 18, 19, 1998.
- On Marlboro Advertising, "Henley vs. Philip Morris et al.," CA Superior Court (No. 995172), Testified Jan 11, 12, 1999.
- On 1950s, 1960s advertising and PR, "Carter v. R. J. Reynolds, et al, Docket No. 88570-8 (TN); et al. [Memphis cases], Deposed, August 12, 13, 1998 (Vancouver, BC), Trial testimony, Feb 1-4, 8-11, 1999..
- On Marlboro Advertising, "Williams-Branch v. Philip Morris," Multnomah County (OR), Case #9705-03857, Testified March 2, 3, 1999.
- On 60s TV Advertising, etc, "Whiteley v. Raybestos-Manhattan et al (SFSC 303184), Testified Feb 2-4, 2000.
- On marketing of "light" cigarettes, Oliver and Dates v. R. J. Reynolds et al (Philadelphia)(1998: 268) Deposition, March 1, 2000
- On marketing of "light cigarettes, "Little v. Brown & Williamson, et al." (Charleston, SC)(2-98-1879-23), Deposition, Vancouver, Feb 7, 2000. Continuation, April 11, 2000.
- On ethnic targeting, "Anderson et al. v. Fortune Brands, American Brands, et al." (Kings County, NY, 42821/97), Affidavit, March 9, 2000: Trial, May 23-25, 2000 (3 days).
- On advertising history, "Blue Cross and Blue Shield, New Jersey et al. v. Philip Morris, et al." (New York No. CV98-3287). Deposition, Vancouver, Feb 10, 2000 (1 day). Trial April 4,5,6, 2001 (3 days)
- On my own research knowledge and availability for trial "R. J. Reynolds Tobacco Co. v. Prof. Richard W. Pollay". Supreme Court of BC, May 31, 2001 (½ day and affidavit), June 11, 13, 2001 [Re: Hall v. RJR et al (Florida)]
- On Merit advertising and TIRC PR, "Schwarz v. Philip Morris" Portland, OR, Feb 14, 15, 2002 (1 ½ days)
- On Canadian Tobacco Industry Strategies as seen in corporate documents "JTI-Macdonald, Imperial Tobacco and Rothmans, Benson & Hedges Inc". v. Attorney General of Canada and Canadian Cancer Society (intervenor). Supreme Court, Province of Quebec, District of Montreal Montreal (March 11-14, 18-21, 2002)(8 days - Trial Volumes 19-26]
- Reller vs. Philip Morris (Case # BC 261796)
Superior Court of California, County of Los Angeles
Trial Testimony (July 24, 25, 2003)

Reller v. Philip Morris USA, Inc., Superior Court, Los Angeles,
Case No. BC261796 - Retrial:
Trial testimony, Feb 9, 10, 2005 (2 days)
On the marketing of menthol to African-Americans
“Gault v. Brown & Williamson “ July 30, 2003 (Deposition)
On the marketing of so called “Light” cigarettes
“Knight v. Imperial Tobacco Ltd” (BC Lights Class), July 2003
Cecilia Letourneau v. Imperial Tobacco Canada Ltd, Rothmans Benson &
Hedges Inc. and JTI MacDonald Corp. and Quebec Superior Court.
Quebec Superior Court, Case number 500-06-000070-983. Conseil
Quebecois sur le tabac et ala sante v. Imperial Tobacco Canada Ltd,
Rothmans Benson & Hedges Inc. and JTI MacDonald Corp., Quebec
Superior Court, Case number 500-06-000076-980
Expert Report: “On the Marketing of ‘Light’ and Mild Cigarettes: Evidence from
ITL, B&W and BAT Documents, 24p. Supplemental report: ACigarette
Advertising in Late 20th Century Canada,@ July 2006, 60p + exhibits and
annexes.
Deposition – April 16, 17, 2007, Continuation Oct 10, 2007.
Trial Testimony: Jan 21- Jan 24, 2013 (4 days)
PJ Carroll et al v. Ireland. Richard W. Pollay, AWitness Statement of Prof.
Richard Warren Pollay re: Point of Sale Advertising of Tobacco: A
Supplemental Report on corporate documents, trade sources and current
practices in Ireland.@ PJ Carroll v. Ireland, July 2006, 30p + exhibits.
[see WP06.2], Rebuttal Statement, Dec. 6, 2006. Trial Feb 2007
cancelled – tobacco plaintiff vacated complaint.
Whiteley v. Raybestos-Manhattan et al, SC Case Nos. 303184; 317140. Deposed,
SF, Dec 8, 2006, (1 Day). Deposition Continuation, SF, April 4, 2007.
Trial Testimony, April 5 and 9, 2007 Trial Testimony, Oct 3 and 4,
2007.
Also deposed in the following re: cigarette advertising and/or public relations:

Allgood v R. J. Reynolds, American Tobacco, The Tobacco Institute and the
Council for Tobacco Research. United States District Court, Southern
District, Houston, Texas. Case in process (3.5 days of depositions to
date).
Sackman v. Liggett, Case No. 93 Civ. 4166 (ADS), Missouri. (2 day deposition,
Nov. 16, 1995)
Roth v. ACandS, Case #94C216 (Geary County, Kansas) (1 day deposition,
Orlando, FL, Jan 8, 1995)
Burton v. R. J. Reynolds, American Tobacco (Kansas 94-2202-JWL) (Deposed
Feb 8, 1996)
Pusey et al. v. Owens Corning Fiberglas Corp (Delaware, March 22, 1996)
Carter vs. Brown & Williamson (Jacksonville, FL) (June 28, 1996)
Clark v. R. J. Reynolds , et al. (Florida) (August 20, 21 1996)
Connor v. American Tobacco, et al. (FL) (Oct 15, 1996)
State of Florida v. American Tobacco, et al. (March 19, 1997)
State of Texas v. Brown & Williamson et al. (August 1997, waived)
F.A.I.R. v. City of Chicago (June 25, 1998)
State of Maryland v. Phillip Morris et al. Deposed Oct. 7 & 8, 1998 (Baltimore)
Complex Asbestos Litigation (California)

Videotaped Perpetuation Deposition,
December 10-11, 1998 and May 6-8, 1999
Little v. Brown & Williamson, et al. (Charleston, SC)(2-98-1879-23)
Deposition, Vancouver, Feb 7, 2000
Oliver and Dates v. R. J. Reynolds et al (Philadelphia)(1998: 268)
Deposition, March 1, 2000
Schwab et al v. Philip Morris et al., US District Court, Eastern District of New
York, CV 04-1945. Videotaped Deposition, May 26, 2005. (re: light/mild
fraud)
West Virginia Consolidated Tobacco Litigation case
[Civil Action 00-C-5000, Circuit Court of Ohio County, West Virginia].
Deposed Oct. 9, 2006; Nov. 13, 2009. Testified Nov. 1-2, 2011.
FROST v. L&M
Deposition, May 4, 2007.
David F. Ertman and Jane E. Ertman v. R. J. Reynolds
CT Docket No. 3:01 CV 1090 (WWE)
Barbara Izzarelli v. R. J. Reynolds
CT Docket No. 3:99 CV 2338 (AHN)
Expert report re Salem, Oct 15, 2007
Deposition Dec 11, 2007.
Bifolck vs. Philip Morris
Civil Action No. 302 CV 878, US District Court, CT.
Deposition May 6, 2009.
Grisham vs. Philip Morris
Case No. 02-7930 SVW, US District Court, Central District of CA
Deposition June 12, 2009 (San Francisco)
Attorney General of Newfoundland and Labrador v. Rothmans Inc., Rothmans,
Benson & Hedges Inc., et el. (2011 01G). No. 0826, Supreme Court of
Newfoundland and Labrador, Trial Division (General)
“British American Tobacco’s Influence over the Marketing by Canada’s
Imperial Tobacco Ltd.: An Affidavit,” and “Affidavit: re: RJR (US) and
RJRTI and the Newfoundland Market.” (Feb 2012).

Other Testimony::

B.C. Provincial Legislative Assembly Committee, Hearing on Retail (Cigarette)
Sales to Minors, Feb 16, 1993.
House of Commons, 35th Parliament, Standing Committee on Health, Ottawa,
May 3 1994 (published as minutes 7:16-7:27. (re: Cigarette Plain
Packaging)
Vancouver Board of Parks and Recreation, re: Benson & Hedges Symphony of
Fire Sponsorship: Jan 9, 1995; April 3, 1995.
Commonwealth of Massachusetts, Dept. Of Public Health, Tolman Hearings re:
Low-Tar Cigarettes and their Promotion, Jan 30, 1997.
Senate of Canada, Standing Committee on Legal and Constitutional Affairs.
Ottawa. Re: Bill C-71, An Act to Regulate the Manufacturer, Sale,
Labelling and Promotion of Tobacco Products, April 7, 1997.
King County Board of Health, Seattle, WA., testimony on April 17, 1998 re:
“Publicly Visible Cigarette Advertising: Outdoor, Mobile or Point of
Sales Media.”.

- Commonwealth of Massachusetts, prepared affidavit re: "Protecting Children as Consumers: Comments on Proposed Regulations re: packaging, marketing, distribution and sales of cigarettes" 940 CMR 19 and 940 CMR 20.(1998)
- State of Missouri v. American Tobacco et al. (Cause No. 972-1465, Div. 5)
Expert Opinion re: Bliley Documents, Sept. 1998
- Imperial Tobacco Ltd, Rothmans, Benson & Hedges Inc and RJR MacDonald Inc v. Attorney General of Canada. See: Expert Opinion, WP 98.6 "How Cigarette Advertising Works: Rich Imagery and Poor Information." Oct, 1998.
- Insolia et al and USDHHS et al. . Philip Morris Inc, et al. (Wisconsin 97-C-0347-C) Affidavit, Oct. 1998
- Neri v. R. J. Reynolds (Northern District, NY, No. 3:98-CV-371)
Expert report Filed, 1999
- Robert Jones v. Brown & Williamson et al. (Hillsborough County, FL)
Affidavit Filed Nov. 1999.
- Apostolou v. American Tobacco Co. (Kings County, NY, 500000/98)
"Sourcing, Processing, Dating and Authenticating Broadcast Cigarette Advertisements: An Affidavit," Jan. 2001.
- Presentation of "History of light and mild cigarette advertising in North America," to International Expert Panel on Cigarette Descriptors, Ministerial Advisory Committee, Minister of Health (Canada), Hull, Quebec, Aug 27, 2001.
- Affidavit re: Class Action and Advertising, David Caputo, et al vs. Imperial Tobacco Ltd., Rothman's Benson & Hedges Inc, and RJR-Macdonald Inc., Ontario Superior Court of Justice, File No. 95-CU-82186, (Affidavit 2002).
- Knight vs. Imperial Tobacco Ltd (BC Lights Class), Expert report (July 2003)
"On the Marketing of 'Light' and Mild Cigarettes: Evidence from ITL, B&W and BAT Documents", 24p.
- P. J. Carroll & Company Ltd., et a., -v- The Ministry for Health and Children, Ireland. The Attorney General and the Office of Tobacco Control.
High Court Record No. 8920P of 2002.
Expert Report, Nov. 2004.
Supplemental Report, June 2006
Rebuttal Statement, Dec. 2006.
- BAT et al., v. Secretary of State for Health (UK),
High Court of Justice, Queen's Bench Division,
Affidavit (July 2004) (Expert Report. See WP 04.2)
- Expert Report for Canada's Ministry of Health, "Point of Sale (POS) Advertising of Cigarettes: Functions, Management and Consequences," 80p plus exhibits. [Nov. 2004]
- Cecilia Letourneau v. Imperial Tobacco Canada Ltd, Rothmans Benson & Hedges Inc. and JTI MacDonald Corp. and Quebec Superior Court
Quebec Superior Court, Case number 500-06-000070-983
Expert report 2005, re: "Light" cigarette marketing.
Expert report, 2006 re: Cigarette Advertising History in Canada
- Conseil Quebecois sur le tabac et ala sante v. Imperial Tobacco Canada Ltd, Rothmans Benson & Hedges Inc. and JTI MacDonald Corp.
Quebec Superior Court, Case number 500-06-000076-980

Expert report for Quebec Superior Court: "Cigarette Advertising in Late 20th Century Canada," July 2006, 60pages + exhibits and annexes.
Discovery – April 4, 2007 . Discovery Continuation – Oct 10, 2007
Trial Testimony, Jan 21-Jan 24, 2013 (4 days)

Also consulted with and/or listed as expert witness by the following states in their actions against the U.S. cigarette industry, some including affidavits and written opinions: Arizona, California, Florida, Maryland, Michigan, Minnesota, Missouri, New Jersey, New Mexico, Pennsylvania, Texas, Washington, Wisconsin.

V. RESEARCH AND PROFESSIONAL SCHOLARLY & CREATIVE ACTIVITIES

a) Areas of Special Interest and Accomplishment

Advertising and Consumer Behavior
Cigarette Advertising: Public Policy & History
History of Advertising
Attitudes toward Advertising

b) Research Grants Received Recently

1977: Ministry of Consumer and Corporate Affairs, "Information Content of Television Advertising" (\$2,850)
1978: Canada Council, *Information Sources in Advertising History* (\$5,000)
1980: Social Science and Humanities Research Council, "Content of Print Advertising: 1900-1980" (\$8,000)
1980: Social Science and Humanities Research Council, "Myth Madison Avenue: Advertising Agents in Fiction" (\$1,850)
1981: Social Science and Humanities Research Council, "Content Analysis of Print Advertising" (\$43,125)
1983: Acme Delivery Co., "Here's the Beef: Cultural Consequences of Advertising" (\$8,000)
1986: International Business Research, "Advertising Regulation in China" (\$1,000)
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1988: SSHRC Travel Grant (\$1400), "Advertising and Cultural Change: Problems with the Propaganda for Progress," International Conference on Marketing and Development, Karl Marx University of Economic Science, Budapest, Hungary, July 1988.
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PUBLICATIONS RECORD

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A) Publications

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