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## CAMPAIGN ASKS, WHY SMOKE? ; BARBER MARTIN GETS \$4 MILLION OF \$11 MILLION TO KEEP KIDS FROM PUFFING:[City Edition]

*John Reid Blackwell, Any ideas? Staff writer John Reid Blackwell can be reached at (804) 775-8123 or [jblackwell@timesdispatch.com](mailto:jblackwell@timesdispatch.com). Richmond Times - Dispatch. Richmond, Va.: Jun 3, 2004. pg. C.1*

**Full Text** (334 words)

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The Virginia Tobacco Settlement Foundation awarded \$11 million in contracts yesterday for its statewide youth smoking-prevention campaign.

Recipients included Barber Martin Advertising of Richmond, which the foundation's board of directors selected from among 13 applicants for a one-year, \$4 million contract to manage the foundation's marketing initiative.

Known as the "Y campaign," it includes television and radio advertising targeted at children ages 10 to 14.

"We're very excited about this. It's a great program," said Don Morgan, president of Barber Martin. "The real challenge and opportunity for us is to take a successful program and continue to take it to the next level."

The foundation, created by the General Assembly in 1999, receives about \$13 million a year, or 10 percent of the state's annual payments from the 1998 national tobacco settlement. It uses the money to finance smoking-prevention programs and for research at state universities.

The foundation gave a \$175,000 contract to Free Radical LLC of Richmond to manage the campaign's youth Web site, [www.ydouthink.com](http://www.ydouthink.com).

The board also gave a \$500,000 contract to Rescue Productions of Providence, R.I., to manage the campaign's "street marketing," which includes organizing youth events.

Southeastern Institute of Research in Richmond got a \$200,000 contract to conduct studies and evaluate the marketing program.

In 2001, the foundation awarded a three-year, \$27 million contract to the Richmond advertising firm Work Inc., which beat out 21 other agencies to develop and manage the entire marketing campaign.

The contract with Work expires June 30, and the foundation decided it would be easier to manage the marketing campaign by awarding separate contracts for different elements of the initiative, said Barbara Hughes, chairwoman of the foundation's marketing committee.

The foundation also awarded almost \$4.2 million to 81 organizations around the state for community-based smoking-prevention programs, and it gave \$1.7 million to four public universities for ongoing research projects. That included a \$575,000 grant to Virginia Commonwealth University to continue research on the factors that lead adolescents to start smoking.

Credit: Times-Dispatch Staff Writer

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