

# LTDL Multimedia Collection



Still from Camel cigarette commercial “What Cigarette Do You Smoke, Doctor?”

In 1950-1960s R. J. Reynolds, manufacturer of Camels, ran numerous commercials in print and on television with medical professionals endorsing the cigarettes.

LTDL Multimedia Collection contains more than 7,600 tobacco industry video and audio tapes including recordings of focus groups, internal corporate meetings, depositions of tobacco industry employees, government hearings, corporate communications, and commercials.

Funded by grants from the California Tobacco Related Disease Research Program (TRDRP) and the National Cancer Institute (NCI), UCSF Library staff collects multimedia materials produced by the Tobacco Institute, Philip Morris, RJ Reynolds, the British American Tobacco Company, US Smokeless Tobacco Company and other cigarette manufacturers.

Currently 1,400 videos have been uploaded to the UCSF Tobacco Industry Videos Collection on the Internet Archive and are available for viewing and downloading at <http://www.archive.org/details/tobaccoarchives>. The UCSF Tobacco Industry Audio Recordings collection features 230 items accessible to listeners at [http://www.archive.org/details/tobaccoarchives\\_audio](http://www.archive.org/details/tobaccoarchives_audio). New titles are uploaded regularly so check back frequently for recent additions.

UCSF's Tobacco Industry Videos will interest tobacco control activists, academic scholars researching tobacco issues, public policy experts, filmmakers, journalists, and others concerned with corporate responsibility, multinational corporations, tobacco industry history, public relations, advertising, television, marketing research, popular culture, and mass media.

Access the LTDL Multimedia Collection podcast series at Podcasts@UCSF:

<https://cit.ucsf.edu/podcast/description.php?id=29>

Visit the LTDLMultimedia channel on YouTube:

<http://www.youtube.com/user/ltdlmultimedia>

View collection description at: <http://legacy.library.ucsf.edu/about/multimedia.jsp>

If you have questions or need additional information please contact Polina Ilieva, Project Archivist at (415) 476-1024 or by e-mail [polina.ilieva@ucsf.edu](mailto:polina.ilieva@ucsf.edu)



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