

Results of the Project

In order to meet these objectives, the Nets, in collaboration with New Jersey Breathes, developed a series of initiatives under three programmatic clusters: (1) a marketing and media campaign; (2) promotions in the Continental Airlines Arena; and (3) programs in schools and communities. They were undertaken during both the 1997 and 1998 NBA seasons.

- **The Nets conducted an aggressive marketing and media campaign.** In the project's first season, the Nets estimated they created more than \$250,000 in television, radio, print and promotional media (not including free media coverage in Public Service Announcements [PSAs]) for the Nets/New Jersey Breathes anti-tobacco program. According to the Nets, an estimated 14.45 million people (including TV viewers) were exposed to one or more elements of this program. All three programmatic clusters of the project were undertaken, and each of the planned activities in these clusters was completed during the 1996-97 and 1997-98 seasons. New Jersey Breathes contributed media-relations expertise to this effort. Examples include:
 - 50 tickets for each home game were awarded to youth who created anti-smoking projects at their school or community group. Projects included videos, issues of school newspapers, and connecting an anti-smoking message to community volunteer work. Every school in New Jersey received an information packet from the Nets.
 - Several hundred television PSAs were aired on the Fox Sports New York network along with WABC Channel 7, WWOR Channel 9, and News 12 New Jersey. A similar number of radio PSAs were aired on WOR-710AM.
 - The team's anti-smoking message and logo appeared in all written materials including *PlayBall* (game night program), *Hoop Annual* (official game night magazine), *New Jersey Nets Magazine* (quarterly), the *Nets Yearbook* (annual), and *InnerNets* (bimonthly).
 - Eight on-court presentations were held during the season along with two public address announcements at each home game.
 - The team's anti-smoking message and logo were placed on arena signage, stationery, and traveling displays; one outdoor billboard; and at one health fair. Information tables were set up at the April 19, 1998, Nets home game vs. the Detroit Pistons as part of the Nets Anti-Smoking/Tobacco Awareness Day. 20,000 fans attended and received "Smoking is an Offensive Foul" brochures, which were developed in conjunction with New Jersey Breathes.
- **The Nets expanded the reach of this effort beyond the fans who attended home games through working with New Jersey Breathes and community organizations throughout the state.**