

MINORITIES AND SMOKING
Of Mice & Menthol
The Targeting of African Americans by the Tobacco Industry

Key to items in the exhibition

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THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY





Outline

1. Taking Notice
2. The Power of Tobacco Marketing
 - 2.1 Using Mass Media to Promote Indiscriminately
 - 2.2 Cigarette Promotion by African-American Athletes
3. A History of Marketing Menthol to African Americans
4. Supporting and Suppressing Minority Communities
 - 4.1 Sponsorship of the Arts by the Tobacco Industry
 - 4.2 KOOL Achiever Awards
 - 4.3 Controversy Surrounding the Uptown Cigarette Brand
 - 4.4 Activists and Advocates
 - 4.5 “Wrappers” and Liberation Colors
 - 4.6 Minority Lawsuits
 - 4.7 Blunt Usage by African Americans
5. Targeting Latinos
6. Targeting Minority Women—A Marginalized Market
7. Family Smoking Prevention and Tobacco Control Act and the FDA’s Failure to Regulate Menthol
8. The DOC Response
9. Recent Struggles



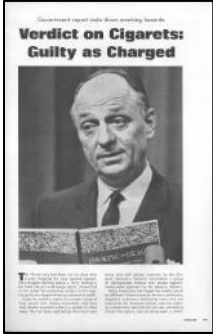

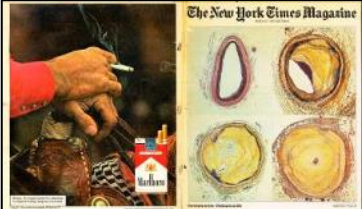
1 – Taking Notice

Although cigarette smoking was found to be the foremost preventable cause of lung cancer, emphysema, and heart disease by the 1950s, a significant decline in smoking among minority groups did not occur in the 20th century. The fact that cigarette smoking became less fashionable among upper-income and middle-income groups by the end of the century lulled the public into believing that the United States was well on its way to ending the enormous toll taken by smoking. More than 20 years following publication of the landmark Surgeon General’s Report on Smoking and Health in 1964, a report by the Task Force on Black and Minority Health of the Department of Health and Human Services noted that there were 58,000 excess deaths each year among black Americans compared with the death rate of the white population. Principal among the rising, preventable causes of death were cardiovascular disease and lung cancer, the two major consequences of smoking.

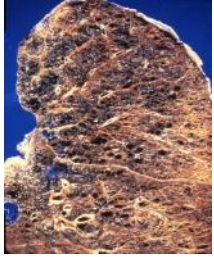



Despite smoking’s devastating health and economic toll, as recently as the late 1980s few state or county health departments had either programs or personnel dedicated to countering the tobacco pandemic. The first conference on smoking by the National Association of State and Territorial Health Officers did not occur until 1990. Tobacco advertising in black publications was especially prevalent in *Essence* and *Ebony*, which reached more than a third of the adult black population. In these publications, upwards of one out of every three advertisements in some issues were for cigarettes. This advertising not only recruited new users but also may have increased the complacency of those who did not smoke by normalizing smoking. A game-changing publication was the 1986 Surgeon General’s Report on involuntary or passive smoking, which gave credibility to the efforts of grassroots activist organizations such as ASH (Action on Smoking and Health), GASP (Group Against Smoking Pollution), ANR (Americans for Nonsmokers’ Rights), Minnesota Association of Non-Smokers, airline flight attendants, and other various independent local and state groups to step up their lobbying for clean indoor air laws, which they had begun in the 1970s.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Meet Chesterfield’s Prize-Winning Poster Girl”</p> <p>Advertisement featuring Billie Allen in African-American magazine published by Johnson Publishing Company <i>Tan</i>, back cover August 1954</p>	
2	<p>“Light up a Lucky – it’s light-up time!”</p> <p>Lucky Strike advertisement featuring Trudy Daniels (later Trudy Haynes), a model who became the first African-American TV weather reporter in the U.S. in 1963 and also the first African-American TV news reporter in 1965 Circa 1958</p>	
3	<p>“Cigarette Smoking and Lung Cancer”</p> <p>Editorial debunking reports linking smoking and lung cancer <i>The Nebraska State Medical Journal</i>, vol. 48, no. 9, page 485 September 1963</p>	
4	<p>“Smoking and Health”</p> <p>Column by Kenneth W. Clement, MD, noting the publication of the Surgeon General’s Report on Smoking and Health and urging physicians to inform young people of the risks of cigarette smoking <i>Journal of the National Medical Association</i>, vol. 56, no. 2, page 201 March 1964</p>	

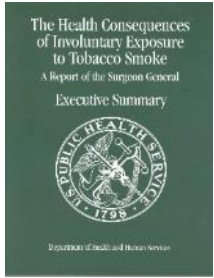

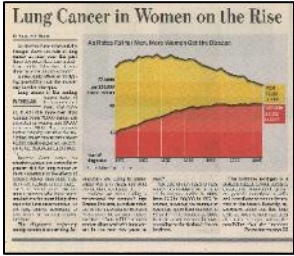
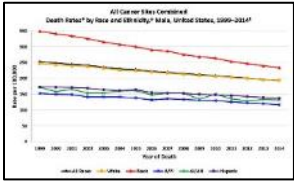
1 – Taking Notice (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>TV commercial for Winston cigarettes on <i>The Flintstones</i></p> <p>Video clip of television advertisement Circa 1963</p>	
6	<p>Surgeon General’s Report on Smoking and Health</p> <p>Video clip of press conference given by U.S. Surgeon General Luther Terry, MD, to announce the findings of the <i>Report on Smoking and Health</i>, which concluded that cigarette smoking was the main cause of lung cancer January 11, 1964</p>	
7	<p>“Verdict on Cigaretts: Guilty as Charged”</p> <p>News article <i>LIFE</i>, page 56A January 24, 1964</p>	
8	<p>“Marlboro Country”</p> <p>Still frame photograph of television advertisement Circa 1967</p>	
9	<p>“Coronary artery disease: Closing in on life”/ Marlboro advertisement</p> <p><i>The New York Times Magazine</i>, front and back covers March 25, 1973</p>	

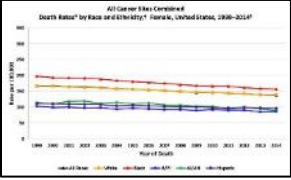

1 – Taking Notice (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>Emphysema</p> <p>Photograph of cross-section of affected lung Circa 1980</p>	
11	<p>Premature infant in intensive care</p> <p>Photograph Circa 1980</p>	
12	<p>Healthy lung; cancerous lung</p> <p>Photograph of public service advertisement Circa 1985</p>	
13	<p>“40 years after key report, 50 million in U.S. smoke”</p> <p>News article by David Wahlberg <i>The Chicago Tribune</i>, page 13 January 11, 2004</p>	

1 – Taking Notice (cont.)


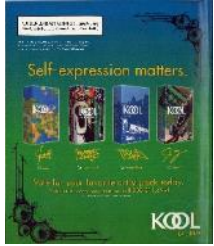



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p><i>The Health Consequences of Involuntary Exposure to Tobacco Smoke</i></p> <p>Executive Summary of the U.S. Surgeon General’s Report, which showed that living or working with smokers caused lung cancer in nonsmokers Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention Office on Smoking and Health 2006</p>	
15	<p>“Smoking rate is up for first time in 15 years”</p> <p>News article <i>The Tuscaloosa News</i>, page 5A November 15, 2009</p>	
16	<p>“Lung Cancer in Women on the Rise”</p> <p>News article by Shirley S. Wang <i>The Wall Street Journal</i>, pages D1-D2 June 8, 2010</p>	
17	<p>Cancer Death Rates for U.S. Men, 1999-2014</p> <p>Graph produced by the Centers for Disease Control and Prevention (CDC) https://www.cdc.gov/cancer/dcpc/data/race.htm 2014</p>	

1 – Taking Notice (cont.)






<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
18	<p>Cancer Death Rates for U.S. Women, 1999-2014</p> <p>Graph produced by the Centers for Disease Control and Prevention (CDC) https://www.cdc.gov/cancer/dcpc/data/race.htm 2014</p>	
19	<p>Patient with thoracotomy scar</p> <p>Photograph from a public service advertisement No date</p>	

2.1 – Using Mass Media to Promote Indiscriminately



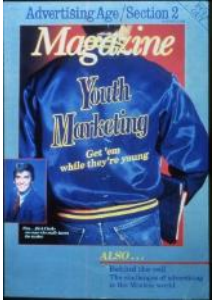

One of the unpredictable, untoward effects of the removal of cigarette advertising from television in 1971 was the shift of some of the cigarette makers' marketing budgets to minority-owned newspapers and magazines. Few magazines have been aimed exclusively at an African-American readership, but the two with the largest circulations – the weekly *Jet* and the monthly *Ebony*, both published by Johnson Publishing Company in Chicago until the company was sold in 2016 – contained cigarette advertisements in nearly every issue, and neither ever published an article focusing on the impact of cigarette smoking in the African-American community. A similar situation existed in the approximately 100 African-American-oriented newspapers in the United States and Caribbean region in the latter half of the 20th century. The result was that a substantial portion of the African-American press never published news articles or editorial comment antithetical to tobacco use and promotion. To the contrary, an advertisement in *Ebony* in June 1992 for Nabisco Foods Group, a subsidiary of RJR Nabisco (makers of Salem, More, Winston, and other cigarette brands heavily marketed to African Americans), saluted the magazine's publisher, as well as seven other African-American entrepreneurs, as “role models to our nation's youth and as inspiration to all of us.” In addition to utilizing these forms of mass media to promote their products to all areas of American society, billboards and signs in sports arenas and stadiums were also commonplace until the 1990s.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p><i>Ebony</i>/ Ritz advertisement</p> <p>Magazine, front and back covers February 1987</p>	
2	<p>“Self-expression matters.”</p> <p>Kool advertisement featuring cigarette packs designed by graffiti artists <i>Rolling Stone</i>, page 34 March 9, 2006</p>	
3	<p>“<i>Ebony</i> Reaches and Sells to Black Women”</p> <p>Advertisement for <i>Ebony</i> magazine <i>The New York Times</i> 1989</p>	
4	<p>“Nothing Sells to Black Consumers Better”</p> <p>Advertisement for <i>Ebony</i> magazine <i>The New York Times</i>, page D9 May 14, 1990</p>	
5	<p>Alan Blum, MD, holding African-American child in front of Salem and Kool signs on exterior wall of store, Houston, Texas</p> <p>Photograph 1987</p>	

2.1 – Using Mass Media to Promote Indiscriminately (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>Newport and Kool banner advertisements on exterior wall of convenience store, Houston, Texas</p> <p>Photograph by Alan Blum, MD Circa 1990</p>	
7	<p>“Alive with pleasure!”</p> <p>Photograph by Alan Blum, MD, of painted Newport advertisement on tall building, New York City 1983</p>	
8	<p>Newport billboard on front lawn of house, Houston, Texas</p> <p>Photograph by Alan Blum, MD Circa 1990</p>	
9	<p>Newport advertisement on bus, New York City</p> <p>Photograph by Alan Blum, MD Circa 1995</p>	
10	<p>“Local flavor”</p> <p>Merit cigarette advertisement at bus stop, Washington, DC Photograph by Alan Blum, MD Circa 1990</p>	

2.1 – Using Mass Media to Promote Indiscriminately (cont.)


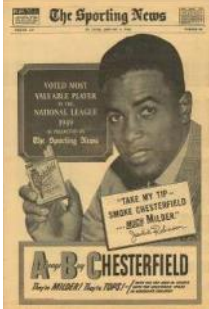


<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<p>“For people who like to smoke...”</p> <p>Benson & Hedges advertisement at bus stop, New York City Photograph by Alan Blum, MD Circa 1990</p>	
12	<p>Woman wearing Marlboro jacket</p> <p>Photograph by Alan Blum, MD Circa 1988</p>	
13	<p>“Youth Marketing: Get 'Em While They're Young”</p> <p>Section on marketing to adolescents <i>Advertising Age Magazine</i>, front cover of section August 2, 1982</p>	
14	<p>“Smooth Character.”</p> <p>Camel advertisement featuring cartoon character Joe Camel <i>Rolling Stone</i>, back cover September 8, 1988</p>	

2.1 – Using Mass Media to Promote Indiscriminately (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	<p>New York Mets pitcher Dwight Gooden with Marlboro billboard in the background</p> <p>Still frame photograph of televised All Star Game Photograph by Alan Blum, MD Circa 1985</p>	
16	<p>Chicago Bulls basketball player Michael Jordan in action with Winston advertisement in the background</p> <p>Photograph printed in magazine Circa 1990</p>	
17	<p>“Join us for the biggest blues celebration ever.”</p> <p>Advertising flyer for concert series in Houston, Texas, sponsored by Benson & Hedges, owned by Philip Morris 1991</p>	
18	<p>“Newport Pleasure Goods!”</p> <p>Lorillard Tobacco Company mail order catalog 2000</p>	
19	<p>Newport Lottery Sweepstakes announcement</p> <p>Promotional card from convenience store display 2008</p>	





2.2 – Cigarette Promotion by African-American Athletes

Tobacco companies sought to appeal to African-American sports fans by enlisting notable and respected athletes to promote their products, including former world heavyweight boxing champion Joe Louis and baseball players Jackie Robinson, Hank Aaron, and Elston Howard.


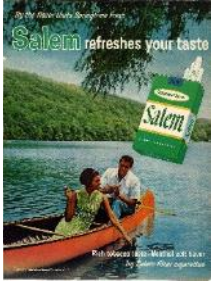

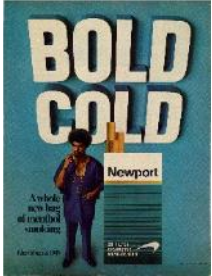
<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“In my restaurant in New York Chesterfield is by far the largest selling cigarette”</p> <p>Advertising postcard featuring boxer Joe Louis 1948</p>	
2	<p>“Take My Tip”</p> <p>Chesterfield advertisement featuring Jackie Robinson <i>The Sporting News</i> January 4, 1950</p>	
3	<p>“N.Y. Yankee Star Elston Howard Smokes KOOL!”</p> <p>Magazine advertisement featuring New York Yankees catcher and left fielder Elston Howard 1960</p>	
4	<p>““Can’t beat ’em for flavor,’ says Hank.”</p> <p>Camel magazine advertisement featuring Milwaukee Braves right fielder Hank Aaron 1962</p>	

3 – A History of Marketing Menthol to African Americans

The first mentholated brand, Spud, debuted in the 1920s, marketed by the Axton-Fisher Tobacco Company. Brown & Williamson's Kool brand became the most popular menthol brand in the 1930s and 1940s. By the 1950s, the tobacco industry targeted menthol brands, most notably Kool and R.J. Reynolds' Salem, to African Americans in the black press. From the 1960s onward, Lorillard Tobacco's Newport increased its market share to become the number one menthol cigarette and, by far, the leading brand among African Americans. R.J. Reynolds' Salem and More and Philip Morris' Virginia Slims and Benson & Hedges are the menthol brands that were also promoted to African Americans. Through corporate mergers, Newport, Salem, and Kool are all brands that are marketed by Reynolds-American, the U.S. subsidiary of British American Tobacco.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Mouth Happiness in 3 Moves”</p> <p>Spud mentholated cigarette advertisement <i>The American Magazine</i>, page 123 September 1932</p>	
2	<p>“Spud Menthol-Cooled Cigarettes”</p> <p>Advertisement <i>Collier's</i>, page 33 February 9, 1935</p>	
3	<p>“Tell Him To Switch To Kools”</p> <p>Kool menthol cigarettes advertisement <i>The Saturday Evening Post</i> October 23, 1937</p>	
4	<p>“When coughs and colds have set you choking...”</p> <p>Kool advertisement <i>TIME</i>, page 66 March 24, 1952</p>	

3 – A History of Marketing Menthol to African Americans (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“A wisp of menthol”</p> <p>Video clip of Spring cigarettes television advertisement Circa 1959</p>	
6	<p>“Try the flavor that’s Springtime Fresh”</p> <p>Salem magazine advertisement 1966</p>	
7	<p>“Taste extra coolness as you smoke”</p> <p>Kool magazine advertisement 1966</p>	
8	<p>“Bold Cold”</p> <p>Newport magazine advertisement 1968</p>	



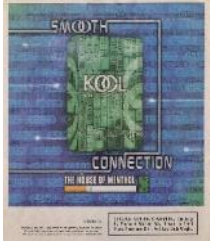

3 – A History of Marketing Menthol to African Americans (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Alive with pleasure!”</p> <p>Newport magazine advertisement 1974</p>	
10	<p>Jet/ Kool advertisement</p> <p>Magazine, front and back covers November 26, 1984</p>	
11	<p>Essence/ Virginia Slims advertisement</p> <p>Magazine, front and back covers February 1985</p>	
12	<p>“A New Menthol”</p> <p>Marlboro Lights advertisement <i>Dallas Times Herald</i>, page B-4 March 7, 1988</p>	
13	<p>“War! The Drug Crisis”/ Salem advertisement</p> <p><i>Ebony</i>, front and back covers August 1989</p>	




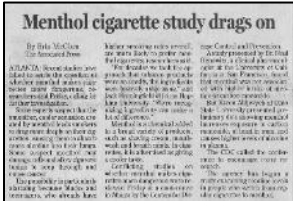
3 – A History of Marketing Menthol to African Americans (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“Miss America”/ More advertisement</p> <p><i>Ebony</i>, front and back covers December 1989</p>	
15	<p>“Check it out!”</p> <p>Newport billboard advertisement in Houston, Texas Photograph by Alan Blum, MD Circa 1990</p>	
16	<p>“Now You Got Four Chances to Get Kool. Don’t Blow It.”</p> <p>Newspaper advertisement Circa 1990</p>	
17	<p>“Ebony & Ivory”</p> <p>Benson & Hedges 100’s advertisement <i>BET Weekend</i> magazine, page 2 October 1998</p>	
18	<p>“Kool Natural”</p> <p>Advertisement <i>USA Today</i> April 23, 1999</p>	



3 – A History of Marketing Menthol to African Americans (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“Fire it up!”</p> <p>Newport advertisement <i>Jet</i>, back cover February 21, 2000</p>	
20	<p>“71 in Bonds’ sights”/ “Digitally Mastered”</p> <p>Kool advertisement <i>USA Today Sports Weekly</i>, front and back covers September 12-18, 2001</p>	
21	<p>“The House of Menthol”</p> <p>Kool advertisement <i>Style Weekly</i>, page 31 April 2, 2003</p>	
22	<p>“Our Best Smoke Ever”/ “100% Natural Menthol”</p> <p>Camel promotional card 2007</p>	

3 – A History of Marketing Menthol to African Americans (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
23	<p>“Newport pleasure!”</p> <p>Advertisement <i>Jet</i>, page 5 June 25, 2012</p>	
24	<p>“Crush the capsule for menthol on demand”</p> <p>Camel Crush advertisement <i>Ebony</i> December 2014</p>	
25	<p>“Menthol Cigarette Use in African Americans”</p> <p>Article by Terri Richardson, MD <i>Hospital Practice</i>, vol. 31, no. 8, page 22H-22I August 15, 1996</p>	
26	<p>“Menthol cigarette study drags on”</p> <p>News article by Erin McClam <i>The Tuscaloosa News</i>, page 2E March 23, 2002</p>	

3 – A History of Marketing Menthol to African Americans (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
27	<p>“Menthol habit hits black smokers”</p> <p>News article <i>Financial Times</i>, page 6 September 26, 2006</p>	
28	<p>“Dying For A Menthol?”</p> <p><i>Tobacco Control</i>, vol. 16, no. 6, front cover December 2007</p>	

4 – Supporting and Suppressing Minority Communities

The prevailing opinion of researchers in minority health issues is that African Americans and Latinos live outside the mainstream and rely heavily on television, newspapers, and magazines owned and operated by members of their own ethnic groups for the definition and expression of their worldviews. According to this view, these populations suffer disproportionately from smoking-related death and disease at least in part because of the cultivation of financial ties by the tobacco industry to the very cultural institutions that exert the most influence on the social, political, and intellectual life of minority communities. Researchers further assert that educational approaches focused solely on changing adverse health behaviors are incomplete in the absence of efforts to question the relationship between the tobacco industry and community organizations.

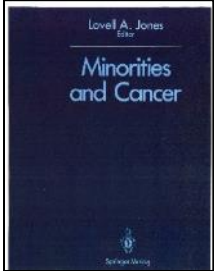
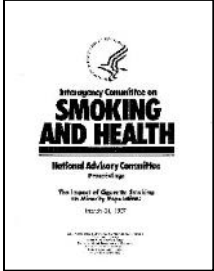


Few if any major visible national, state, or local civic, fraternal, or even health-related minority organizations lack a tobacco industry connection. Through such willful ignorance of the tobacco pandemic, the problem has not come to be regarded as a priority in the black community. In the 1980s and 1990s, questions about the subservience of African-American publishers to the interests of tobacco advertisers were rebuffed as paternalistic. Indeed, minority publishers expressed gratitude for the financial contributions of tobacco advertisers that enabled the preservation of the minority press and other cultural institutions.

In spite of increased attention during the past several decades devoted to the subject of tobacco use and promotion among minority groups, there has been little documentation and scant dispassionate analysis in either the public health literature or the minority press of the ramifications of the widespread financial support by the tobacco industry of influential organizations in minority communities. At the same time, cigarette manufacturers have missed few opportunities to trumpet their contributions to the well-being of emerging population groups, the sick, and the needy. This is evidenced by the following excerpts from RJR Nabisco's 1987 publication, *A Growing Presence in the Mainstream*, which was handed out in the company's exhibit booth at meetings of minority organizations:





“Our primary obligation is to be a good steward of our shareholders' investments, by wisely employing human and material resources. But we also feel a strong responsibility to serve society, by being a conscientious corporate citizen. Being a good corporate citizen means contributing to the betterment of life in the communities where we do business – helping to move society forward. One aspect of corporate responsibility which we take very seriously is helping minorities and women. We intend to do everything possible to help minorities and women move fully into the mainstream of American businesses. Expanding economic development among minorities and women is one fundamental way that their lives can be improved... [but] our interest in minorities and women is not limited to the economic sphere. We will also continue to offer assistance to the important segments of our population to help in achieving educational, political, and cultural

aspirations. Therefore, we will not relax our efforts to provide strong financial support to scholastic, civic and artistic programs for minorities and women.”





Such industry publications provided the impression of generosity and compassion, while admittedly maintaining the foremost objective of protecting shareholders’ interests.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“The Targeting of Minority Groups by the Tobacco Industry”</p> <p>Chapter by Alan Blum, MD <i>Minorities and Cancer</i>, pages 153-162 1989</p>	
2	<p>“Targeting of Minorities by Cigarette Advertising”</p> <p>Transcript of testimony by Alan Blum, MD, before the U.S. Department of Health & Human Services Interagency Committee on Smoking and Health <i>Interagency Committee on Smoking and Health National Advisory Committee Proceedings: The Impact of Cigarette Smoking on Minority Populations</i>, pages 56-71 March 31, 1987</p>	
3	<p>“Black press: friend of tobacco industry or Black people?”</p> <p>News article by James Muhammad <i>The Final Call</i>, pages 7 and 29 March 19, 1988</p>	
4	<p>“Tobacco firms help and hurt black community”</p> <p>Column by Robert Newberry <i>Houston Post</i>, page A-27 January 6, 1990</p>	





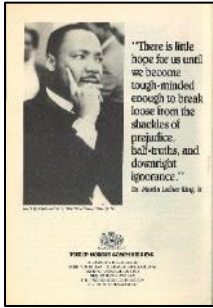
4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>Anne Browder of the Tobacco Institute</p> <p>Still frame photograph of CBS television news story featuring an industry spokesperson refuting claims that diseases caused by smoking disproportionately affect African Americans January 1978</p>	
6	<p><i>Smoking and Genocide</i></p> <p>Brochure published by the American Cancer Society (discontinued after first printing) 1981</p>	
7	<p><i>A Guide to Black Organizations</i></p> <p>Booklet distributed by Philip Morris to Congressional offices 1983</p>	
8	<p>“Cigarette smoking and ill health among black Americans”</p> <p>Journal article by Richard Cooper, MD, and Brian E. Simmons, MD <i>New York State Journal of Medicine</i>, vol. 85, no. 7, pages 344-349 July 1985</p>	






4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“...discrimination is discrimination, no matter what it is based on.”</p> <p>Advertisement with reprint of op-ed column by Stanley S. Scott, vice president and director of corporate affairs for Philip Morris, claiming discrimination against smokers <i>The New York Times</i> December 29, 1984</p>	
10	<p>Summary of content of billboard advertisements</p> <p>Data sheet produced by Eight-Sheet Outdoor Advertising Association, Inc., showing high percentage of cigarette billboards in African-American and Hispanic communities Circa 1985</p>	
11	<p>“Black publishers condemn efforts for tobacco ad ban”</p> <p>News article <i>United States Tobacco and Candy Journal</i>, page 3 April 24-May 14, 1986</p>	
12	<p>“Tobacco Companies Target Blacks With Ads, Donations and Festivals”</p> <p>News article by Linda Williams <i>The Wall Street Journal</i> October 6, 1986</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	<p>“Tobacco companies spend millions of dollars trying to get blacks to smoke”</p> <p>Video clip of CBS news story reported by Dr. Bob Arnot 1986</p>	
14	<p>“One group targeted by cigarette manufacturers is the black community”</p> <p>Video clip of CBS news story reported by Bob Faw 1986</p>	
15	<p>“Where There’s Smoke...”</p> <p>News article by Ellen Schultz about the tobacco industry’s marketing efforts aimed at blacks <i>Adweek</i> Special Report, pages 32 and 34 April 6, 1987</p>	
16	<p>“More at the Ebony Fashion Fair”</p> <p>Magazine advertisement for More cigarettes, major sponsor of the annual event in several dozen cities 1987</p>	
17	<p>“There is little hope for us until we become tough-minded enough to break loose from the shackles of prejudice...”</p> <p>Philip Morris advertisement commemorating Martin Luther King Jr. Day <i>Jet</i>, page 20 January 18, 1988</p>	




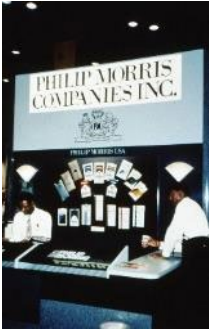
4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
18	<p>“Billboards target young, poor blacks”</p> <p>News article by Thomas Ferrick, Jr. <i>Philadelphia Inquirer</i> February 7, 1988</p>	
19	<p>“Sign of the Times: ‘Sin’ Ads Target Blacks”</p> <p>News article by Cynthia Durcanin <i>The Atlanta Journal</i>, pages 1A and 14A March 26, 1989</p>	
20	<p>“An Uproar Over Billboards in Poor Areas”</p> <p>News article <i>The New York Times</i>, page D10 May 1, 1989</p>	
21	<p>“Blackstabbers”</p> <p>Essay by Richard Blow <i>The New Republic</i> May 29, 1989</p>	
22	<p>“Sui-Genocide: The Killing of Minority Groups by the Tobacco Industry”</p> <p>Talk presented by Doctors Ought to Care (DOC) features a discussion by Alan Blum, MD 1989</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
23	<p>“Limit tobacco sale to youth, Sullivan urges”</p> <p>News article <i>The Atlanta Journal</i>, pages A1 and A6 May 24, 1990</p>	
24	<p>“The Black Press and The Tobacco Industry”</p> <p>Editorial <i>National Black Monitor</i>, page 4 July 1990</p>	
25	<p>“As Sullivan scorns tobacco firms, SCLC welcomes their cash”</p> <p>News article by Cynthia Durcanin about the Southern Christian Leadership Council <i>The Atlanta Journal and Constitution</i>, page A-3 August 8, 1990</p>	
26	<p>George Knox of Philip Morris – “Our friend, our brother, our comrade”</p> <p>Audio clip of Benjamin Hooks introducing George Knox of Philip Morris at Sengstacken Awards Banquet, Annual NAACP National Convention Circa 1990</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
27	<p>NAACP Executive Director Benjamin Hooks with R.J. Reynolds representatives</p> <p>R.J. Reynolds Tobacco Company promotional advertisement for its support of the 82nd Annual NAACP National Conference <i>The Houston Sun</i>, page 8B July 22, 1991</p>	
28	<p>“Benson & Hedges Blues”</p> <p>Exhibitor booth at the 82nd Annual NAACP National Convention, held at the George R. Brown Convention Center, Houston, Texas Photograph by Alan Blum, MD July 1991</p>	
29	<p>Brown & Williamson booth at Black Expo, USA</p> <p>Public event at the George R. Brown Convention Center, Houston, Texas Photograph by Alan Blum, MD July 1991</p>	
30	<p>Philip Morris Companies Inc. booth</p> <p>Exhibitor booth at the 82nd Annual NAACP National Convention at the George R. Brown Convention Center, Houston, Texas Photograph by Alan Blum, MD July 1991</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
31	<p>Benjamin Hooks speaking at 82nd Annual NAACP National Convention; TV monitor at Philip Morris booth, Houston, Texas</p> <p>Photograph by Alan Blum, MD July 1991</p>	
32	<p>Newport van at Houston International Festival, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	
33	<p>Newport booth at Houston International Festival, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	
34	<p>“Tobacco companies target blacks”</p> <p>News article by Todd Ackerman 1991</p>	


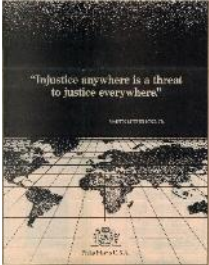


4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
35	<p>“Black Journalists Then & Now”</p> <p>Miller Brewing Company (owned by Philip Morris) promotional item from black journalists’ convention Circa 1991</p>	
36	<p>“Smoking Guns: Black Reps are High on Funding from Tobacco and Alcohol PAC’s”</p> <p>News article by Dan Coughlin <i>The Village Voice</i> (New York), page 11 April 21, 1992</p>	
37	<p>“Visibly Committed”</p> <p>Advertisement touting R.J. Reynolds Public Service Billboard Program <i>The Washington Afro-American</i>, page A7 July 25, 1992</p>	
38	<p>“Smoke-filled bribery”</p> <p>Column by Derrick Z. Jackson <i>The Boston Sunday Globe</i>, page 79 September 20, 1992</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
39	<p>“Cash from the hand that kills them”</p> <p>Column by Derrick Z. Jackson <i>The Boston Globe</i>, page 17 September 23, 1992</p>	
40	<p>“Cigarette firms buy into African-American groups”</p> <p>News article by Danny R. Johnson <i>The Progressive</i>, page 26 December 1992</p>	
41	<p>“Tobacco money buys minorities’ political support”</p> <p>News feature article by Alan Blum, MD, and Eric Solberg <i>Tobacco Control</i>, vol. 1, no. 4, pages 245-246 December 1992</p>	
42	<p>“Scholarship program unveiled for growing minority companies”</p> <p>News article <i>The New York Amsterdam News</i>, page 31 January 9, 1993</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
43	<p>“Make Everyday A Day For MLK.”</p> <p>R.J. Reynolds advertisement in honor of Martin Luther King Jr. Day <i>The Houston Sun</i>, page 9B January 18, 1993</p>	
44	<p>“Injustice Anywhere is a Threat to Justice Everywhere”</p> <p>Philip Morris advertisement in honor of Martin Luther King Jr. Day <i>The Houston Sun</i>, page 3B January 18, 1993</p>	
45	<p>“Smoke Got In Their Eyes”</p> <p>Advertisement sponsored by the California State Department of Health Services Tobacco Control Section; text explaining why the advertisement was not accepted for publication in <i>Essence</i> magazine <i>Readings</i>, page 21 Circa 1993</p>	
46	<p>“Blacks and the Tobacco Industry”</p> <p>News article by Claudia Morain about the tobacco industry’s numerous ties to African Americans <i>The Fort Worth Star-Telegram</i> April 5, 1994</p>	





4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
47	<p>Child at The American Tobacco Company booth, Black Expo USA</p> <p>Public event at the George R. Brown Convention Center, Houston, Texas Photograph by Alan Blum, MD May 1994</p>	
48	<p>“Cigarette sponsorships place money over life”</p> <p>Column by Robert Newberry <i>Houston Post</i>, page A-33 March 25, 1995</p>	
49	<p>“African-American Smokers”</p> <p>Newsletter published by the HealthONE Center for Health Sciences Education in Denver, Colorado <i>Nico-Notes</i>, vol. 4, no. 3 Summer 1995</p>	
50	<p>“RJR Nabisco Promotes Black History and Culture”</p> <p>RJR Nabisco public relations media release in a Houston, Texas, newspaper with an African-American readership Circa 1995</p>	



4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
51	<p>“Freedom Is Not Free...”</p> <p>R.J. Reynolds advertisement touting its sponsorship of organizations such as the NAACP and National Urban League <i>Houston Defender</i>, page 3A February 9-15, 1997</p>	
52	<p>“The Ultimate Achievement”</p> <p>Brown & Williamson promotional advertisement for its contributions to the United Negro College Fund and National Hispanic Scholarship Fund <i>Houston Forward Times</i>, page 7A February 12-18, 1997</p>	
53	<p>“Kool Nites”</p> <p>Brown & Williamson advertisement for promotional events in New York City bars and clubs <i>The Village Voice</i>, page 35 June 1, 1999</p>	
54	<p>“George’s future is sealed.”</p> <p>Philip Morris promotional advertisement for its Supplier Diversity Program, featuring George Hill, President and CEO of Adhesive Systems, Inc. <i>The New Yorker</i>, pages 8-9 April 23 and 30, 2001</p>	

4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
55	<p>“He Picks Things Up Fast”</p> <p>Philip Morris youth smoking prevention advertisement <i>The Tuscaloosa News, Parade</i> magazine, page 6 April 21, 2002</p>	
56	<p>“Expect A Lot From A Company With So Much To Give”</p> <p>Philip Morris advertisement touting its commitment to cultural diversity <i>The New York Times Magazine</i>, page 66 March 28, 2004</p>	
57	<p>“Top 50 Companies for Diversity”</p> <p><i>DiversityInc</i> magazine with laudatory comments about one of its major sponsors, Altria (Philip Morris), front cover and pages 12, 72, 74, 78, 82, 84, and 92 June 2005</p>	
58	<p>“Kellogg values your work to address the inequity in cancer research and prevention”</p> <p>Letter attached to the cover of <i>DiversityInc</i>'s June 2005 issue, sent to Intercultural Cancer Network members from representatives from the Kellogg Company, Intercultural Cancer Council, and University of Texas M.D. Anderson Cancer Center – Center for Research on Minority Health August 2005</p>	

4 – Supporting and Suppressing Minority Communities (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
59	<p>“I cannot possibly fathom what use the distribution of this magazine has... in the prevention of cancer in minority communities”</p> <p>Correspondence related to the criticism of the distribution of <i>DiversityInc</i>’s June 2005 issue by M.D. Anderson Cancer Center, raised by Alan Blum, MD; letters by Alan Blum, MD; Lovell A. Jones, PhD, director of the University of Texas M.D. Anderson Cancer Center – Center for Research on Minority Health; and Stephen P. Jiang, MD, chairman of the Intercultural Cancer Council September-December 2005</p>	
60	<p>“If you decide to quit smoking, this is a good place to start.”</p> <p>Advertisement for QuitAssist, an information resource for smoking cessation, developed by Philip Morris <i>Ebony</i>, page 59 January 2007</p>	

4.1 – Sponsorship of the Arts by the Tobacco Industry





As African-American and Latino culture became mainstream, cigarette makers stepped up their targeting of minority populations through music, dance, and art. Jazz, rock and roll, funk, disco, rhythm and blues, hip-hop, and even gospel became frequent themes of cigarette advertisements and promotional events.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>Kool Jazz Festival promotional items</p> <p>Photograph by Alan Blum, MD 1981</p>	
2	<p><i>Play It Kool: The Magazine of Music...From Kool</i></p> <p>Magazine produced by Brown & Williamson, front and back covers 1983</p>	
3	<p>“The New York Pops Salute to Duke Ellington”</p> <p>Advertisement for Harlem Week event sponsored by <i>Philip Morris Magazine</i> <i>New York Daily News</i>, page 14 August 6, 1986</p>	
4	<p>“He sees the things we wish we’d seen.”</p> <p>Magazine advertisement for Philip Morris-sponsored art exhibition, “Moneta Sleet, Jr.: Pulitzer-Prize Photojournalist” 1986</p>	
5	<p>“They speak your language”</p> <p>Philip Morris magazine advertisement for the Alvin Ailey American Dance Theater 1986</p>	



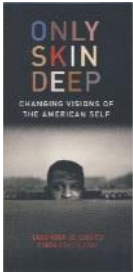

4.1 – Sponsorship of the Arts by the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Alvin Ailey American Dance Theater”</p> <p>Advertisement for dance company sponsored by Philip Morris <i>The New York Times</i>, page 4H December 3, 1989</p>	
7	<p>“Ride the Wave to the Newport Alive with Pleasure! Comedy Hour”</p> <p>Advertisement for a ventriloquist act, Diamond & Raymond, appearing at various clubs in Houston, Texas, sponsored by R.J. Reynolds cigarette brand Newport <i>Houston Forward Times</i>, page 5C September 8, 1990</p>	
8	<p>“New Year’s Eve 1991”</p> <p>R.J. Reynolds advertisement for Kirk Whalum performance it sponsored <i>Houston Style Magazine</i> December 1990</p>	
9	<p>“The Blues in action”</p> <p>Gospel concert sponsored by Philip Morris cigarette brand Benson & Hedges Photograph by Alan Blum, MD July 1991</p>	

4.1 – Sponsorship of the Arts by the Tobacco Industry (cont.)


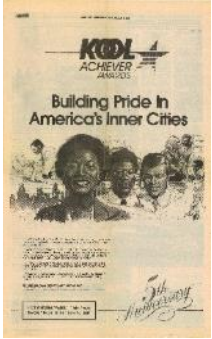
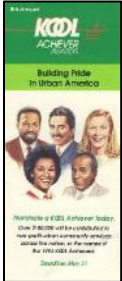
<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Benson & Hedges Blues Tonight 8pm”</p> <p>Beacon Theatre marquee, New York City Photograph by Alan Blum, MD Circa 1991</p>	
11	<p>“Salem Presents”</p> <p>R.J. Reynolds advertisement for Geto Boys and Ice Cube concerts it sponsored <i>Houston Style Magazine</i>, page 17 1991</p>	
12	<p>“Coors and RJRT [R.J. Reynolds Tobacco] Support Basic Black Literacy Concert”</p> <p>News pictorial based on R.J. Reynolds media release in Houston, Texas, newspaper with an African-American readership Circa 1995</p>	
13	<p>“Bill T. Jones/ Arnie Zane Dance Company”</p> <p>Advertisement for dance series sponsored by Philip Morris <i>The Washington Post</i>, page G3 May 9, 1999</p>	

4.1 – Sponsorship of the Arts by the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“Club Benson & Hedges 100 Nights Live!”</p> <p>Philip Morris advertisement for concert series it sponsored <i>Houston Chronicle</i> Preview section, page 2G June 17, 1999</p>	
15	<p>“We’ve been giving at the office for as long as we can remember”</p> <p>Philip Morris advertisement touting its sponsorship of the arts <i>The New York Times</i> advertising section, page 4 April 17, 2001</p>	
16	<p>“Only Skin Deep: Changing Visions of the American Self”</p> <p>Art exhibition brochure sponsored by Altria International Center of Photography in New York City December 12, 2003-February 29, 2004</p>	
17	<p>“The National Black Arts Festival”</p> <p>Advertisement thanking all of the Festival’s sponsors, including Altria <i>The Atlanta Journal-Constitution</i> Advertising Supplement, page 5 July 11, 2004</p>	

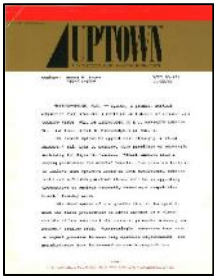



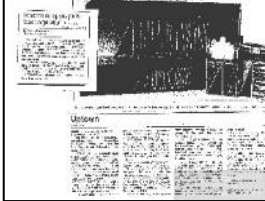
4.2 – KOOL Achiever Awards

The KOOL Achiever Awards program was created by tobacco company Brown & Williamson in 1986 to recognize individuals dedicated to improving the quality of inner-city life—yet another effort by the industry to pose as benefactor to the African-American community. The program ended in 1993.



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Nominees being reviewed for KOOL Awards”</p> <p>News article <i>Houston Defender</i>, page 4A July 9-15, 1987</p>	
2	<p>“Building Pride in America’s Inner Cities”</p> <p>Kool Achiever Awards advertisement <i>Houston Forward Times</i>, page 10B March 3, 1990</p>	
3	<p>“Building Pride in Urban America”</p> <p>Kool Achiever Awards promotional brochure 1993</p>	

4.3 – Controversy Surrounding the Uptown Cigarette Brand

Cigarette maker R.J. Reynolds developed Uptown in 1989, the first cigarette brand created and aimed specifically at African Americans. The company planned to launch a six-month test market in Philadelphia in February 1990, which generated grassroots opposition from the black community and the formation of the Coalition Against Uptown Cigarettes. Secretary of the U.S. Department of Health and Human Services Louis Sullivan, MD, attracted national news media coverage when he condemned the new cigarette brand. In response to numerous organized protests, R.J. Reynolds withdrew Uptown in January 1990.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Uptown, a premium menthol cigarette, will be introduced by R.J. Reynolds Tobacco Co. into test market on Feb. 5.”</p> <p>R.J. Reynolds press release December 12, 1989</p>	
2	<p>Uptown cigarette pack</p> <p>1989</p>	
3	<p>“Upchuck Chunks”</p> <p>Doctors Ought to Care (DOC) parody of Uptown 1989</p>	
4	<p>“De-marketing Uptown by laughing it out of town may be an important step in undermining RJR.”</p> <p>Letter from Alan Blum, MD, to Tracy Orleans, PhD, regarding efforts to prevent the introduction of the R.J. Reynolds brand, Uptown January 10, 1990</p>	
5	<p>“Tobacco Company Pulls ‘Black Cigarette’”</p> <p>News article by Aline McKenzie <i>Vallejo Times Herald</i>, pages A1-A2 January 20, 1990</p>	

4.3 – Controversy Surrounding the Uptown Cigarette Brand (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Reynolds right to drop black-aimed cigarette test”</p> <p>Column by Robert Newberry <i>Houston Post</i>, page A-21 January 24, 1990</p>	
7	<p>“Don’t Aim That Pack at Us”</p> <p>News article by Michael Quinn <i>TIME</i>, vol. 135, no. 5, page 60 January 29, 1990</p>	

4.4 – Activists and Advocates

There have been several notable activists in the fight against tobacco use and promotion among African Americans, beginning in the 1980s:






- In 1990, *Reverend Jesse W. Brown, Jr.*, a Lutheran pastor in Philadelphia, helped launch the Coalition Against Uptown Cigarettes (see Section 4.3). In 1991, he co-founded the National Association of African Americans for Positive Imagery (NAAAPI), which has led efforts to counter the promotion of unhealthy products targeted to African Americans. In 2018, Rev. Brown has attacked Swisher International, Inc., maker of Swisher Sweets cigars, for its aggressive marketing to African Americans in the form of concerts and in-store entertainment.
- *Robert G. Robinson, DrPH*, was for many years the leading African-American public health professional in tobacco prevention and control in the U.S. He chaired the first chapter of the National Black Leadership Initiative on Cancer and helped spearhead the Coalition Against Uptown Cigarettes. While at the Fox Chase Cancer Center in Philadelphia, he developed *Pathways to Freedom*, a state-of-the-art tobacco cessation guide for the African-American community. From 1993 to 2006, he served as Associate Director for Health Equity at the Centers for Disease Control and Prevention Office of Smoking and Health. During his tenure, the 50-year-long disparity of higher smoking rates among African Americans than non-African Americans was eliminated.
- *Henry McNeil “Mandrake” Brown, Jr.*, a court reporter for the State of Illinois, singlehandedly whitewashed billboards promoting tobacco and alcohol products in Chicago’s African-American community. He also was a co-founder of the Citywide Coalition Against Tobacco and Alcohol Billboards in Chicago and of the National Association of African Americans for Positive Imagery. His pioneering efforts to counteract the targeting of African Americans by the tobacco industry were cut short by his untimely death in 1996.
- *James Forde*, Director of Health Services for San Diego County, California, in the 1980s was the first health official to put a no-smoking logo on his official stationery. He later resigned as head of the local Urban League chapter after refusing to promote the Kool Achiever Awards.
- *John Wiley Price*, County Commissioner for District 3 of Dallas, Texas, was one of the first elected officials to denounce the cigarette companies and their advertising in ethnic minority neighborhoods.
- *Alberta Tinsley-Talabi* (formerly Tinsley-Williams), who served in the Michigan House of Representatives, sought to ban tobacco and alcohol billboards in Detroit in 1989 when she served on the City Council. However, she was unable to obtain the support of the American Cancer Society because alcohol was not part of their agenda. Nevertheless, she helped persuade Michigan Congressman John Conyers to introduce a measure in the U.S. House of Representatives to ban tobacco and alcohol billboards in minority

neighborhoods.


- *Robert C. Newberry*, a columnist for the *Houston Post* in the 1980s and 1990s, wrote several scathing columns on cigarette companies' exploitation of the black community.
- *James Muhammad*, a reporter for *The Final Call*, published in Chicago by the Nation of Islam, wrote hard-hitting articles against the tobacco industry.
- *Deloyd T. Parker, Jr.*, co-founder and executive director of SHAPE (Self-Help for African People through Education) Community Center in Houston, Texas, for over 46 years, took a stand against the tobacco industry by refusing to accept a \$50,000 Kool Achiever Award.
- *Father Michael Pflieger*, a Roman Catholic priest in Chicago, long opposed exploitation of the African-American community by the tobacco and alcohol industries. His parish of more than 2,000 in the Auburn Gresham neighborhood on Chicago's South Side largely consists of African-American congregants. Pflieger and members of his church took action by defacing tobacco and alcohol billboards, which led the Chicago City Council to vote to remove such ads from the Auburn Gresham neighborhood.
- *Reverend Calvin Butts*, pastor of the Abyssinian Baptist Church in Harlem, New York, led efforts to whitewash tobacco and alcohol billboards located in Harlem and picketed the corporate headquarters of Philip Morris Companies in New York City.
- Over more than 25 years in public health and tobacco control, *Brenda Bell Caffee* has led the California African American Tobacco Education Network in developing nationally recognized model community initiatives and is a founding Elder of the National African American Tobacco Prevention Network. She is the creator of the "Not in Mama's Kitchen" Secondhand Smoke Eradication Program.
- *Charyn D. Sutton* was media coordinator of the Coalition Against Uptown Cigarettes, a contributing author to *Pathways to Freedom*, a founding member of the National Association of African Americans for Positive Imagery, and contributor to *Tobacco Use Among U.S. Racial/Ethnic Minority Groups: A Report of the Surgeon General*, published in 1998. She was called the "People's Epidemiologist" because of her grasp of statistical trends and her commitment to translating and disseminating such information to the public.
- *Sandra Headen, PhD*, was a teacher and researcher at the University of North Carolina Gillings School of Global Public Health where she developed pioneering, youth-led smoking cessation programs. She also served as the first executive director of the National African American Tobacco Prevention Network.
- In 2000, *Sharon Eubanks, JD*, served as lead counsel on behalf of the United States in *United States v. Phillip Morris USA, et al.* – the federal tobacco litigation that was the largest civil Racketeer Influenced and Corrupt Organizations (RICO) enforcement action in history.
- *William S. Robinson* is a founding member of the National African American Tobacco Prevention Network and served as its Executive Director for many years. He has helped

lead national initiatives to counter the use and promotion of menthol cigarettes.

- *Yvonne Lewis* worked for the American Lung Association before joining the Centers for Disease Control and Prevention Office of Smoking and Health in 1994. In addition to helping to develop national and international initiatives, Ms. Lewis spearheaded the policy that helped the Head Start program adopt smoke free policies system wide.
- *Amber Thornton Hardy, MPH, CHES*, served with the American Lung Association and assumed a leadership position with the National Cancer Institute's first multi-state smoking prevention and cessation initiative, Project ASSIST. She is a founding member of the National African American Tobacco Prevention Network.
- *Phillip S. Gardiner, DPH*, co-chair of the African American Tobacco Control Leadership Council, founded in 2008, has helped lead the national effort to ban menthol cigarettes.
- *Ray Billingsley* created the comic strip *Curtis* and often penned anti-smoking cartoons.
- In 2011, *Delmonte Jefferson* became the director of the National African American Tobacco Prevention Network.
- *Carol McGruder* has served as co-chair of the African American Tobacco Control Leadership Council and spearheaded the successful initiative in San Francisco in 2018 to ban the sale of menthol cigarettes.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Vandalism Heats Up Conflict over Inner-City Tobacco and Alcohol Ads”</p> <p>News article by Cliff Edwards about the activism of Henry McNeil “Mandrake” Brown January 25, 1990</p>	
2	<p>“Anti-butts Butts calls for Philip Morris (to quit)”</p> <p>News article by Kieran Crowley <i>New York Post</i> June 13, 1990</p>	
3	<p>Reverend Calvin Butts and associates defacing a billboard with white paint, Harlem, New York</p> <p>Photograph Circa 1990</p>	
4	<p>“A billboard is draped in mourning”</p> <p>News article by Michael Sokolove <i>The Philadelphia Inquirer</i>, pages B1 and B3 June 1, 1994</p>	
5	<p>“Henry Brown Jr., foe of tobacco, liquor ads”</p> <p>Obituary of Henry McNeil “Mandrake” Brown <i>Chicago Sun-Times</i>, page 35 September 28, 1996</p>	


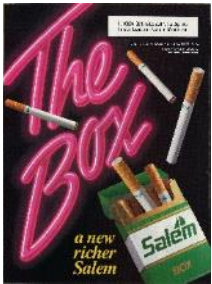
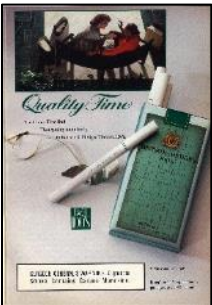
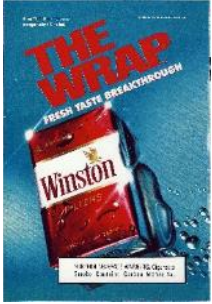
4.4 – Activists and Advocates (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“One Man Who Made A Big Difference”</p> <p>Henry McNeil “Mandrake” Brown Park (located in Chicago, Illinois) dedication ceremony announcement August 2001</p>	






4.5 – “Wrappers” and Liberation Colors

Packaging for cigarette brands most favored by African Americans became the focus of several advertising campaigns during the 1970s-2000s. Examples included striking graphics on packs of R.J. Reynolds’ Salem (“The Box”) and Philip Morris’ Benson & Hedges. In the early 1990s, as rap music’s popularity among African-American adolescents rose, a metallic-foil outer wrapping for Salem, which the company named “The Wrap,” was featured in a major advertising campaign. Salem video vans roamed minority neighborhoods, showing rap videos and giving out free cigarettes. Brown & Williamson’s “Kool Mixx” hip hop campaigns dominated the market in the 2000s. Newport’s “Alive with Pleasure” advertising slogan in advertisements featuring vibrant 20-somethings remained essentially unchanged in the 1990s and 2000s.





Deloyd Parker, executive director of SHAPE (Self-Help for African People through Education) Community Center in Houston, Texas, suggested that the redesign of the Salem brand to include the colors of the flag of African unity—red, black, and green—was a cynical attempt by R.J. Reynolds to create a “liberation cigarette.”

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Liberation cigarettes”</p> <p>Video clip from DOC film “Medicine vs. Madison Avenue,” in which Deloyd Parker, director of the SHAPE (Self-Help for African People through Education) Community Center in Houston, Texas, discusses the tobacco industry’s attempts to attract minority communities by using “liberation colors” (red, black, and green) in their cigarette ads and product packaging 1991</p>	
2	<p>“The Box”</p> <p>Salem advertisement <i>Sports Illustrated</i>, page 70 May 28, 1990</p>	
3	<p>“Quality Time”</p> <p>Benson & Hedges 100’s advertisement <i>Jet</i>, page 11 May 13, 1991</p>	
4	<p>“The Wrap”</p> <p>Winston magazine advertisement 1991</p>	


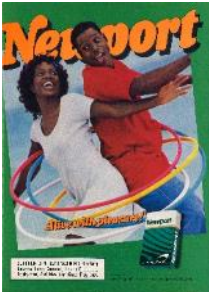

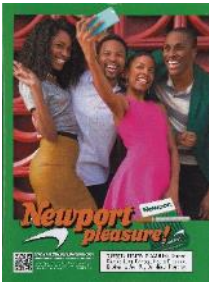
4.5 – “Wrappers” and Liberation Colors (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Get the Wrap”</p> <p>Salem advertisement <i>Jet</i> January 13, 1992</p>	
6	<p>Salem video van, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	
7	<p>Two boys watching the large screen TV on the roving Salem video van at a black rodeo, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	
8	<p>Handing out free samples next to the Salem video van, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	
9	<p>Miss Black Houston Metroplex in front of Salem video van at black rodeo, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	

4.5 – “Wrappers” and Liberation Colors (cont.)




<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>Salem video van</p> <p>Video clip of DOC (Doctors Ought to Care) film footage 1991</p>	
11	<p>Salem billboard on house, Houston, Texas</p> <p>Photograph by Alan Blum, MD 1991</p>	
12	<p>Salem storefront sign, New York City</p> <p>Photograph by Alan Blum, MD Circa 1991</p>	
13	<p>Salem flyer on ice machine, Houston, Texas</p> <p>Photograph by Alan Blum, MD Circa 1991</p>	

4.5 – “Wrappers” and Liberation Colors (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“After all, if smoking isn’t a pleasure, why bother?”</p> <p>Newport advertisement <i>Ebony</i>, page 93 March 1988</p>	
15	<p>“Alive with pleasure!”</p> <p>Newport advertisement <i>Ebony</i>, page 67 July 1995</p>	
16	<p>“Newport pleasure!” [1 of 2]</p> <p>Advertisement <i>Essence</i>, page 127 April 2008</p>	
17	<p>“Newport pleasure!” [2 of 2]</p> <p>Advertisement <i>Essence</i>, page 69 August 2015</p>	

4.6 – Minority Lawsuits

During the 1990s, many smokers and their families brought thousands of individual and class action lawsuits against the tobacco industry, seeking financial compensation for the health care costs of smoking-related diseases. Plaintiffs also included members of ethnic minority groups, such as Native Americans and African Americans. Ironically, efforts to restrict or ban the sale of tax-free cigarettes on Native American reservations were not a high priority for either public health associations or plaintiff attorneys.






<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“34 American-Indian tribes sue tobacco companies”</p> <p>News article by Rebecca Lopez about a lawsuit against tobacco companies brought by American-Indian tribes, accusing the companies of manipulating the nicotine levels in cigarettes to lead to addiction <i>Houston Chronicle</i>, page 13A June 17, 1999</p>	
2	<p>“34 Indian tribes file suit over tobacco illnesses”</p> <p>News article <i>USA Today</i>, page 3A June 17, 1999</p>	
3	<p>“A Novel Tobacco Lawsuit Dismissed”</p> <p>News article by Joseph A. Slobodzian about the dismissal of a lawsuit that claimed that the tobacco industry violated the civil rights of African Americans by targeting their communities in advertising and marketing campaigns <i>The Philadelphia Inquirer</i>, page B3 September 24, 1999</p>	

4.7 – Blunt Usage by African Americans






A blunt is a cigar or cigarillo that has been hollowed out and filled with marijuana. Blunts are named after the cigar brand Phillies Blunt, commonly used to smoke marijuana. The use of blunts gained prominence among African Americans in the 1990s due to rap and hip-hop song lyric references. Imitation of their musical heroes has led many African-American young adults to begin smoking blunts. They believe that this practice is safer than smoking cigarettes, maintaining that marijuana is less addictive and more natural than the tobacco in cigarettes, which is treated with various chemicals. To the contrary, blunt usage contributes to marijuana dependence.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p><i>How To Roll A Blunt For Dummies!</i></p> <p>Book, front cover R. Prince New York, NY: Subversive Publishing 2006</p>	
2	<p>Swisher Sweets logo and product display</p> <p>Image credit: http://6tdr4.us/swisher-sweet-logo/swisher-sweet-logo-swisher-sweets-natural-tip-cigarillos-get-them-at/ January 22, 2018</p>	
3	<p>Marijuana blunts</p> <p>Image credit: https://www.exposingtruth.com/marijuana-criminalizing-attack-congress/blunts/ February 12, 2014</p>	


5 – Targeting Latinos

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“¿Que haben tu en el placer?” (What is your pleasure?)</p> <p>Video clip of Kent television advertisement in Spanish featuring boating/yachting 1965</p>	
2	<p>“¿Que haben tu en el placer?” [2]</p> <p>Video clip of Kent television advertisement in Spanish featuring dancers 1965</p>	
3	<p>“¡avive su gusto...! encienda un Kent” (Brighten your taste...light a Kent)</p> <p>Video clip of television advertisement in Spanish featuring airline mechanics 1965</p>	
4	<p>“¡avive su gusto...! encienda un Kent” [2]</p> <p>Video clip of television advertisement in Spanish featuring construction workers 1965</p>	
5	<p>“Lo tiene todo.” [1 of 2] (Has it all)</p> <p>Winston advertising sticker 1983</p>	

5 – Targeting Latinos (cont.)


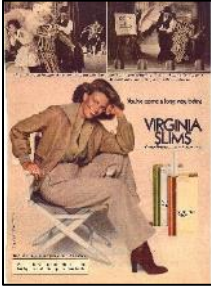


<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Lo Tiene Todo” [2 of 2]</p> <p>Winston billboard Photograph by Alan Blum, MD Circa 1985</p>	
7	<p>“Winston y Puerto Rico – ¡No hay nada mejor!” (Winston and Puerto Rico – There’s nothing better!)</p> <p>Advertisement <i>El Vocero</i> (San Juan daily newspaper), page 13 October 31, 1984</p>	
8	<p>“They don’t care about our culture. They never have, and they never will.”</p> <p>Video clip from DOC film “Medicine vs. Madison Avenue,” in which <i>Houston Post</i> columnist Juan Palomo discusses the targeting of Hispanics by the tobacco industry 1991</p>	
9	<p><i>Hispanic/ Marlboro</i> advertisement</p> <p>Magazine, front and back covers April 1988</p>	
10	<p>“Exactly what are they promoting?”</p> <p>Column by Juan R. Palomo <i>Houston Post</i> May 30, 1991</p>	

5 – Targeting Latinos (cont.)



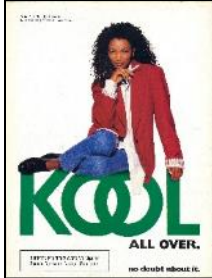

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<p>“Hispanic Achievement Awards”/ “Compromiso – Diversidad – Comunidad” (Commitment – Diversity – Community)</p> <p>Philip Morris-sponsored article praising Richard G. Polanco, the second Latino in California history to be elected majority leader of the state Senate, and Philip Morris advertisement touting its sponsorship of organizations such as the Hispanic Association of Colleges and Universities and the Hispanic Association on Corporate Responsibility <i>Hispanic</i>, pages 56-57 July/August 1998</p>	

6 – Targeting Minority Women – A Marginalized Market

In the 1980s, feminist lecturer Jean Kilbourne noted the striking difference between Philip Morris' Virginia Slims cigarette advertisements in publications directed to a predominantly African-American female readership and those that were aimed at white women. One long-running Virginia Slims campaign in the 1970s in magazines such as *Cosmopolitan* and *Vogue* featured sepia-toned vignettes that contrasted subjugated, male-dominated housewives of the 19th century with the liberated superwoman of the 20th century – who smoked Virginia Slims. The fact that black women were enslaved during the 19th century doubtless led Philip Morris to take a different approach to their descendants: advertisements for Virginia Slims in *Ebony* and *Essence* magazines stuck strictly to African-American models holding cigarettes.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“You’ve come a long way, baby.” [1 of 5]</p> <p>Virginia Slims advertisement Metropolitan Opera program, page 41 February 1971</p>	
2	<p>“You’ve come a long way, baby.” [2 of 5]</p> <p>Virginia Slims advertisement <i>Glamour</i> February 1978</p>	
3	<p>“You’ve come a long way, baby.” [3 of 5]</p> <p>Virginia Slims advertisement <i>People Extra</i> Summer 1989</p>	
4	<p>“You’ve come a long way, baby.” [4 of 5]</p> <p>Virginia Slims advertisement <i>Jet</i>, back cover January 18, 1988</p>	


6 – Targeting Minority Women – A Marginalized Market (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“You’ve come a long way, baby.” [5 of 5]</p> <p>Photographic reproduction of Virginia Slims advertisement featuring Iman Circa 1988</p>	 <p>A black and white photograph of Iman in a dark, shiny, form-fitting outfit, posing with one hand on her hip and the other near her face. The text 'VIRGINIA SLIMS' is visible on the right side of the image.</p>
6	<p>“Big girls don’t cry. They go shopping.”</p> <p>Virginia Slims advertisement <i>Ebony</i> November 1991</p>	 <p>A photograph of a woman in a vibrant purple and pink outfit, smiling and posing. The text 'VIRGINIA SLIMS MENTHOL' is visible in the center of the image.</p>
7	<p>“Kool All Over.”</p> <p>Advertisement <i>Ebony</i>, back cover August 1994</p>	 <p>A photograph of a woman in a red jacket and blue pants, sitting on the ground. The text 'KOOL ALL OVER.' is prominently displayed in large green letters at the bottom of the image.</p>
8	<p>“Kila mtu ana uzuri wake” (Everyone has her own beauty)</p> <p>Virginia Slims advertisement <i>Jet</i>, pages 34-35 January 17, 2000</p>	 <p>A photograph of a woman with a colorful headwrap and jewelry, smiling. The text 'Kila mtu ana uzuri wake' is visible on the left side of the image.</p>

6 – Targeting Minority Women – A Marginalized Market (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Never let the goody two shoes get you down.”</p> <p>Virginia Slims advertisement <i>Jet</i>, inside front cover March 27, 2000</p>	
10	<p>“Baila en una playa desierta hasta el amanecer...” (Dance on a deserted beach until dawn)</p> <p>Virginia Slims advertisement <i>Latina</i>, pages 28-29 April 2000</p>	
11	<p><i>Cristina</i>/ Kool advertisement</p> <p>Magazine, front and back covers 2000</p>	
12	<p>“Soy Bastante Complicada” (I’m complicated enough)</p> <p>Virginia Slims advertisement <i>Cristina</i>, inside front cover and page 1 2000</p>	
13	<p>“Stir the senses”</p> <p>Salem advertisement <i>Jet</i>, back cover November 17, 2003</p>	

6 – Targeting Minority Women – A Marginalized Market (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	“Be Smooth” Kool advertisement <i>Ebony</i> , pages 44-45 April 2006	 A photograph of a Kool advertisement. It features a woman with dark hair, wearing a dark, possibly sequined, dress, standing in a blue and green, shimmering environment that looks like a rain or water effect. The Kool logo is visible in the bottom right corner of the image.






7 – Family Smoking Prevention and Tobacco Control Act and the FDA’s Failure to Regulate Menthol

The Family Smoking Prevention and Tobacco Control Act, signed into law by President Barack Obama on June 22, 2009, gave the United States Food and Drug Administration (FDA) the authority to regulate the content, marketing and sale of tobacco products. The Act led to the creation of the Tobacco Products Scientific Advisory Committee (TPSAC), an advisory panel consisting of 12 experts in the fields of medicine, medical ethics, public health, and technology related to the manufacture, evaluation, or use of tobacco products. The TPSAC makes recommendations to the FDA Commissioner regarding the regulation of tobacco products. The Act directed the TPSAC to address the issue of mentholated tobacco products as its first order of business.





On March 18, 2011, the TPSAC released a report entitled *Menthol Cigarettes and Public Health: Review of the Scientific Evidence and Recommendations*, which concluded that the removal of menthol cigarettes from the market would benefit public health in the United States, but it did not recommend that the FDA take specific action to restrict or ban menthol. In response, the tobacco industry released its own report to the FDA, which claimed that menthol cigarettes were no riskier than regular cigarettes and should not be regulated differently.

In June 2010, ten individuals with extensive experience over decades in fighting smoking, led by Michael Siegel, MD, of Boston University School of Public Health and Alan Blum, MD, of the University of Alabama School of Medicine, formed the FDA Tobacco Products Scientific Advisory *Shadow* Panel to provide an alternative perspective on tobacco product regulation free from political, corporate, or economic influence. It called for the elimination of menthol in cigarettes because this chemical additive increases the appeal of smoking. Following publication of the TPSAC report on menthol, the shadow panel called the TPSAC weak-willed for failing to make a recommendation based on its findings and urged Congress to replace the Tobacco Control Act with a more effective way to restrict tobacco products.





The FDA has continued to permit tobacco companies to add menthol to cigarettes. In the face of this foot-dragging, on June 5, 2018, San Francisco became the first U.S. city to ban the sale of flavored tobacco products, including menthol cigarettes, after voters approved a proposition.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Cigarette Bill Treats Menthol with Leniency”</p> <p>News article by Stephanie Saul <i>The New York Times</i>, pages A1 and A15 May 13, 2008</p>	
2	<p>“A Flavoring Seen as a Means of Marketing to Blacks”</p> <p>News article by Stephanie Saul <i>The New York Times</i>, page A15 May 13, 2008</p>	
3	<p>“Smoke and mirrors: A bill to let the FDA regulate flavored cigarettes would exempt menthol. Why? Profits.”</p> <p>Editorial <i>Los Angeles Times</i>, page A20 May 14, 2008</p>	
4	<p>“Black Group Turns Away From Bill On Smoking”</p> <p>News article by Stephanie Saul <i>The New York Times</i>, page C2 May 30, 2008</p>	
5	<p>“Black Caucus Seeks Limits on Menthol Cigarettes”</p> <p>News article by Stephanie Saul <i>The New York Times</i>, page C3 July 1, 2008</p>	




7 – Family Smoking Prevention and Tobacco Control Act and the FDA’s Failure to Regulate Menthol (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Smooth and Dangerous?”</p> <p>Editorial on the debate over whether or not menthol makes cigarettes even deadlier <i>The New York Times</i>, page A22 August 14, 2008</p>	
7	<p>“Signed, sealed, delivered – FDA regulation of tobacco becomes law”</p> <p>Cover story <i>Tobacco Journal International</i> June/July 2009</p>	
8	<p>“Ban’s menthol exclusion worries health experts”</p> <p>News article by Rita Rubin <i>USA Today</i>, page 4D September 28, 2009</p>	
9	<p>“Tobacco And Scientific Integrity: A Challenge”</p> <p>Lorillard Tobacco Company advertisement <i>The Wall Street Journal</i>, page A21 December 23, 2009</p>	

7 – Family Smoking Prevention and Tobacco Control Act and the FDA’s Failure to Regulate Menthol (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Effect of Menthol on Smoking Unclear”</p> <p>News article by Jared A. Favole <i>The Wall Street Journal</i>, page A3 March 31, 2010</p>	
11	<p>“Tobacco Firms Say Menthol No Hazard to Smoking”</p> <p>News article by David Ress <i>Richmond Times-Dispatch</i> July 16, 2010</p>	
12	<p>“Lorillard Fights to Snuff Menthol Ban”</p> <p>News article by David Kesmodel <i>The Wall Street Journal</i>, pages A1 and A12 January 5, 2011</p>	
13	<p>“Tobacco industry brushes off call to ban menthol cigarettes”</p> <p>News article <i>The Tuscaloosa News</i>, page 4B March 19, 2011</p>	






7 – Family Smoking Prevention and Tobacco Control Act and the FDA’s Failure to Regulate Menthol (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“Ban of menthol cigarettes needed”</p> <p>Commentary by Alan Blum, MD <i>The Birmingham News</i>, pages 1F and 4F April 3, 2011</p>	
15	<p>“FDA Tobacco Products Scientific Advisory Shadow Panel”</p> <p>Screenshot of website launched by an independent panel formed to monitor the Tobacco Products Scientific Advisory Committee, an advisory panel within the U.S. Food and Drug Administration (FDA) 2014</p>	
16	<p>“San Francisco Voters Uphold Ban on Flavored Vaping Products”</p> <p>News article by Jan Hoffman about the ban on menthol cigarettes and certain vaping liquids <i>The New York Times</i> June 6, 2018</p>	





8 – The DOC Response

DOC (Doctors Ought to Care) was founded in 1977 by a group of family physicians to counteract the growing use and promotion of cigarettes, alcohol, and other harmful products to teenagers. The organization’s mission remained unchanged during its 25-year effort: to educate the public, especially young people, in humorous and refreshing ways about the major preventable causes of poor health and high medical costs. Through more than 120 chapters in medical schools and family medicine residency training programs, DOC worked in the clinic, classroom, and community to tap the highest level of commitment of every health professional to combat the promotion of lethal lifestyles in the mass media. DOC’s motto: “Laughing the pushers out of town.” Pioneering strategies included the purchase of billboard, bus bench, radio, and TV advertisements that parodied cigarette brand names, including Benson & Heart Attacks, Barfboro, and Fartboro. The group sponsored local, state, and national counter-advertising poster contests and essay competitions (for example, “Should tobacco industry executives be criminally tried for the deaths, diseases, and fires that their products cause?”). DOC also held dozens of protests (known as “house calls”) across the country to mock events sponsored by tobacco companies, most notably the Virginia Slims Women’s Tennis Circuit, which DOC renamed the Emphysema Slims with Billie Jean Butthead and Martina Nosmokanova.

For nearly three decades, DOC worked with communities of color throughout the United States, assisting them in developing innovative school-based and community-based strategies for dealing with the problems of tobacco and alcohol. For example, in 1994 DOC began a collaboration project with Baylor College of Medicine’s Department of Allied Health to implement DOC’s irreverent pro-health approach in the predominantly African-American North Forest Independent School District in Houston, Texas. School leaders, weary and wary of medical schools and schools of public health with grants seeking to use students as research subjects, warmed to DOC’s approach to teach students to use humor and satire to counter the use and promotion of unhealthy products.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Super Health ’79”</p> <p>Two participants in the “Super Health ’79” health education conference, convened by DOC for 144 student delegates from 25 junior high schools in South Florida, held at the University of Miami* December 9, 1977</p>	
2	<p>“We’re Fighting for Your Life”/ “We offer you more”</p> <p>American Heart Association billboard and R.J. Reynolds cigarette billboard, Miami, Florida* 1978</p>	
3	<p>“Taste Country Fresh Salem”</p> <p>R.J. Reynolds cigarette billboard, Miami, Florida* 1978</p>	
4	<p>“Country Fresh Arsenic”</p> <p>DOC bus bench counter-advertisement, Miami, Florida* 1978</p>	
5	<p>“Outdoor advertising reaches ethnic groups better than any other medium aimed at ethnic groups”</p> <p>Magazine advertisement in <i>Advertising Age</i> for Gannett Outdoor Group (publisher of <i>USA Today</i>) 1978</p>	





8 – The DOC Response (cont.)

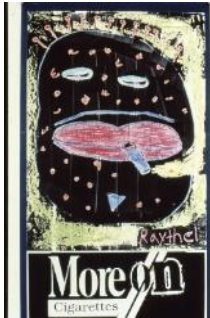



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“You’ve come a long way, baby.” [1 of 2]</p> <p>Virginia Slims advertisement <i>TIME</i>, back cover January 20, 1986</p>	
7	<p>“Emphysema Slims – You’ve Coughed Up Long Enough, Baby”</p> <p>DOC bus bench counter-advertisement, Spartanburg, South Carolina Photograph by Rick Richards, MD 1978</p>	
8	<p>“For people who like to smoke”</p> <p>Benson & Hedges magazine advertisement 1987</p>	
9	<p>“Benson & Heartattack 100’s”</p> <p>DOC bus bench counter-advertisement, Spartanburg, South Carolina Photograph by Rick Richards, MD 1978</p>	

8 – The DOC Response (cont.)





<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Wouldn’t have it any other way”</p> <p>Kool magazine advertisement 1978</p>	
11	<p>“Super Health 2000” model [1 of 2]</p> <p>DOC t-shirt Circa 1985</p>	
12	<p>“You’ve come a long way, baby.” [2 of 2]</p> <p>Virginia Slims magazine advertisement 1985</p>	
13	<p>“Super Health 2000” model [2 of 2]</p> <p>DOC t-shirt Circa 1985</p>	
14	<p>“Kool! 'Cause we don’t like rough puffs.”</p> <p>R.J. Reynolds magazine advertisement 1976</p>	

8 – The DOC Response (cont.)





<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	<p>“Save \$1.50 on Salem”</p> <p>R.J. Reynolds magazine advertisement with discount coupon for cigarettes published during Black History Month and featuring an image of scientist George Washington Carver February 1987</p>	
16	<p>Non-smoking African-American couple</p> <p>Counter-advertisement with no caption by DOC Circa 1988</p>	
17	<p>“Never Settle for Less”</p> <p>R.J. Reynolds More cigarettes advertisement <i>Ebony</i>, page 81 March 1988</p>	
18	<p>“More-on” poster</p> <p>Elementary school student in Oakland, California, with poster he made for DOC counter-advertising poster contest Photograph by Doug Minkler 1989</p>	



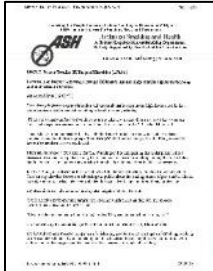

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“More-on”</p> <p>Poster made for DOC counter-advertising poster contest* 1989</p>	
20	<p>“Don’t Smoke Sucker!”</p> <p>DOC billboard counter-advertisement in Delaware Photograph by Mark Glassner, MD Circa 1985</p>	
21	<p>“Selling Cigarettes: The Blue-Collar, Black Target”</p> <p>Editorial by Alan Blum, MD <i>The Washington Post</i>, pages F1 and F4 May 18, 1986</p>	
22	<p>“Tobacco companies’ focus on Hispanics, blacks criticized by anti-smoking activists”</p> <p>News article by L. Eric Elie <i>The Atlanta Journal</i>, page 18C October 23, 1986</p>	

8 – The DOC Response (cont.)


<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
23	<p>“People will see what cigarettes really do to you.”</p> <p>Video clip of San Francisco TV news story featuring artist Doug Minkler teaching schoolchildren to create DOC counter-advertisements 1986</p>	
24	<p>“Counter-Advertising to Minority Groups”</p> <p><i>DOC News & Views</i>, pages 1 and 6 Spring 1987</p>	
25	<p>“Targeting by tobacco companies of women, children, and minority groups in Houston”</p> <p>Transcript of testimony of Alan Blum, MD, before Houston City Council March 14, 1990</p>	
26	<p>“Astrodome official snuffs out cigarette protest”</p> <p>News article by Jerry Urban about DOC “house call” <i>Houston Chronicle</i>, pages 11A and 13A May 7, 1990</p>	

8 – The DOC Response (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
27	<p>“Tobacco Foes Attack Ads That Target Women, Minorities, Teens, and the Poor”</p> <p>News article by Paul Cotton <i>Journal of the American Medical Association</i>, vol. 264, no. 12, pages 1505-1506 September 26, 1990</p>	
28	<p>“McSmoke and Nikki Teen”</p> <p>Video clip of anti-smoking rap music video for children 1989</p>	
29	<p>“Physicians Encouraged to Take Action Against Cigarette ‘Pushers’”</p> <p>News article <i>Family Practice News</i> 1991</p>	
30	<p>“Billboard companies like Patrick Media and Gannett aid and abet death, disease, and high health costs.”</p> <p>Transcript of remarks by Alan Blum, MD, before Houston City Council regarding a ban on billboards promoting tobacco and alcohol products January 7, 1992</p>	

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
31	<p>“Philip Morris Donations Target Minority Groups”</p> <p>News article by Charles R. Babcock reporting how Doctors Ought to Care (DOC) released Philip Morris company documents that revealed its extensive donations to minority organizations <i>The Washington Post</i>, page A6 August 15, 1992</p>	
32	<p>“Tobacco money woos minorities”</p> <p>News article <i>The Milwaukee Journal</i>, pages A1 and A6 August 15, 1992</p>	
33	<p>“Doctor Testifies TI [Tobacco Industry] Targets Minorities”</p> <p>ASH (Action on Smoking and Health) press release of excerpts from a news article entitled “Doctor: Ads target groups: Billboards, sponsorships market cigarettes to young and minorities, he testifies” December 3, 1998</p>	
34	<p>Philip Morris at a college career fair</p> <p>Four video clips of Alan Blum, MD, interviewing a recruitment representative 2006</p>	

8 – The DOC Response (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
35	<p>“A History of Cigarette Marketing Targeted to African Americans” (1:38:12)</p> <p>Video of presentation by Alan Blum, MD, at the “Clearing the Air in Communities of Color” conference in Pine Bluff, Arkansas May 17, 2011</p>	

* Photograph by Alan Blum, MD

9 – Recent Struggles

Foremost among organizations seeking to end tobacco consumption by African Americans is the *National African American Tobacco Prevention Network (NAATPN)* <http://www.naatpn.org/>. NAATPN offers smoking prevention and cessation programs and resources for individuals, organizations, and communities alike.

Truth Initiative (formerly known as the American Legacy Foundation) <https://truthinitiative.org/> has a national advertising campaign called “Truth,” which aims to end teen smoking in the U.S. through the production of television and digital content that encourages teens to shun tobacco. As part of this effort, the organization ran an ad campaign called “Finish It” in 2017 that highlighted “the ways in which cigarette marketers disproportionately target disadvantaged groups.” One such way is via a far greater number of tobacco retailers and advertisements in areas with large minority populations than in other areas. The campaign brought attention to the “discriminatory nature of tobacco advertising.”

The *National Association of African Americans for Positive Imagery (NAAAPI)* <http://www.naaapi.org/> (1990-2005) has striven to end the marketing of alcohol, tobacco, and other harmful products to African-American communities by mobilizing African Americans to live healthy lifestyles, promote positive individual and community imagery, and foster environments free of health disparities. In the 1990s, the group’s efforts were instrumental in preventing the introduction of the cigarette brands Uptown and X to the American market—brands specifically targeted at African Americans. In recent years, NAAAPI has also campaigned to encourage parents and other adults to prevent children from being exposed to secondhand smoke.




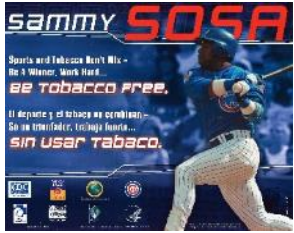

The *Health Education Council* <https://healtheducouncil.org/>, established in 1979, collaborated with low-income communities across Northern California to support health and well-being. In May 2018, the Council launched a project called *Lucha Tobacco*, in which it partnered with Latinos in 14 Northern California counties to prevent and control tobacco use in their communities. One of the Council’s notable past programs was the Break Free Alliance (2000-2014), which aimed to reduce tobacco use in populations of low socioeconomic status.

The California-based *African-American Tobacco Control Leadership Council (AATCLC)* <https://www.savingblacklives.org/>, formed in 2008, has assisted organizations in Chicago, Minneapolis-St. Paul, Baltimore, and California cities in adopting and implementing legislation establishing buffer zones around schools in which the sale of all flavored tobacco products, including menthol, is prohibited.

Since 2000 much of the literature cataloguing the advertising and promotion of tobacco products to minority groups has been a rehashing of a handful of essays written in the mid-1980s. Most articles decry a litany of injustices wrought on these groups by the tobacco industry. The prevailing tone of the authors is one of moral outrage. Yet although the tobacco industry disproportionately targeted minority groups, there was a decades-long indifference in minority communities – and in some quarters, outright hostility – toward addressing the problem.

Proposed solutions have been few and far between, owing in part to the reluctance on the part of minority opinion leaders to criticize one another and risk creating the appearance of a divided community. The problem is especially worrisome at the governmental level, where grants are awarded to earnest but inexperienced individuals for ambitious-sounding pilot projects on smoking cessation or prevention, with little likelihood that they can or will be replicated. Research on the study of tobacco promotion to minority groups is mired in a descriptive phase, which invariably includes counting the number of cigarette signs on convenience storefronts in minority neighborhoods (as opposed to challenging the existence of racial segregation and inappropriate zoning laws) and reciting the litany of tobacco industry gifts to legislators.


Although increased calls for federal, state, and local legislation – on taxes, warning labels, teenage access to tobacco, and advertising restrictions – have stimulated greater public dialogue, they are less effective steps toward reducing demand for tobacco products than are major paid campaigns in the mass media to undermine the tobacco industry and its brand name products. But tackling the smoking pandemic must also take into account the dynamism of the tobacco industry and its allies, who continue to create ways to insinuate tobacco products and electronic cigarettes into the social fabric of African-American communities.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“States ineffective in halting teen smoking, study shows”/ “B Kool”</p> <p>News article and advertisement <i>The Tuscaloosa News</i>, page 10C October 15, 1999</p>	
2	<p>“Opening Pandora’s Box”</p> <p>News article by Bernice Yeung about the tobacco industry’s efforts to prevent anti-smoking education in California, aided by former Assembly Speaker Willie Brown and former Governor Pete Wilson <i>SF Weekly</i>, pages 12-13, 15-17, 19, 21-22 November 17-23, 1999</p>	
3	<p>“Anti-Smoking Pill Can Help Some Hard-Core Smokers Quit, UCLA Study Says”/ “Not in my house”</p> <p>News article by Emma Ross and California Smokers’ Helpline advertisement <i>Los Angeles Sentinel</i>, pages A-7 and A-12 November 9, 2000</p>	
4	<p>“Sports and Tobacco Don’t Mix”</p> <p>Poster published by the Centers for Disease Control and Prevention (CDC), featuring Chicago Cubs right fielder Sammy Sosa 2002</p>	
5	<p>“Virtual Characters Push Cigarettes in New Vending Machine”</p> <p>News article by Christopher Lawton <i>The Wall Street Journal</i>, pages B1 and B6 August 6, 2002</p>	





9 – Recent Struggles (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“To my children”</p> <p>American Legacy Foundation advertisement <i>Atlantic Monthly</i>, pages 60-61 July/August 2002</p>	
7	<p>“A mis hijos”/ “The Women of Menthol” (To my children)</p> <p>American Legacy Foundation advertisement in Spanish and Kool advertisement in same issue of magazine <i>Latina</i>, page 49 and advertising insert June 2003</p>	
8	<p>“Marilyn. Accountant. Sister. Watercolorist. Cancer Survivor.”/ “The New Jazz Philosophy Tour 2005”</p> <p>Genentech advertisement and concert series advertisement sponsored by Kool cigarettes in same issue of magazine <i>Ebony</i>, pages 87 and 97 July 2005</p>	
9	<p>“Smoking Cessation Within the U.S. Hispanic Community”</p> <p>Medical article by Lisa Cabral, MD <i>Caring For Hispanic Patients 2005</i>, pages 9-12 2005</p>	


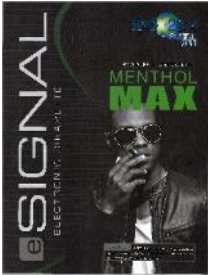


9 – Recent Struggles (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Black smokers more prone to lung cancer in study that finds racial, ethnic disparity”</p> <p>News article by Rob Stein <i>The Birmingham News</i>, pages 1A-2A January 26, 2006</p>	
11	<p>Newport advertisement/ “Fighting Breast Cancer”</p> <p>Advertisement and magazine article by Michelle Meyer in same issue of magazine <i>Essence</i>, pages 86 and 125 October 2009</p>	
12	<p>“In Black Caucus, a Fund-Raising Powerhouse”</p> <p>News article by Eric Lipton and Eric Lichtblau <i>The New York Times</i>, pages 1 and 18 February 14, 2010</p>	
13	<p>“New tobacco ‘apology’ ads plan still excludes most Black media”</p> <p>News article by George E. Curry <i>The New York Amsterdam News</i>, pages 4 and 34 May 1-7, 2014</p>	
14	<p>Jet/ Newport Sweepstakes advertisement</p> <p>Magazine, front cover and page 51 May 12, 2014</p>	

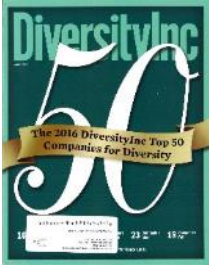

9 – Recent Struggles (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	<p>“An American Icon”/ Newport advertisement</p> <p>Final print issue of <i>Jet</i>, front cover and page 57 June 23, 2014</p>	
16	<p>“Shedding a Tear for <i>JET</i> Magazine: A Missed Opportunity to Improve the Health of African-Americans”</p> <p>Email from Alan Blum, MD, to various anti-smoking activists about the tobacco industry’s influence on the black press June 29, 2014</p>	
17	<p>“Our mothers. Our daughters. Our best friends”/ “Passionate – Inspired – Original”</p> <p>Stand Up To Cancer advertisement and Camel advertisement in same issue of magazine <i>Ebony</i>, pages 27 and 51 October 2014</p>	
18	<p>“One Kind of Employee? Don’t Bet On It.”</p> <p>Altria job recruitment advertisement <i>DiversityInc</i>, page 15 Winter 2014</p>	

9 – Recent Struggles (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“Why Quit?”</p> <p>Blu electronic cigarette magazine advertisement 2014</p>	
20	<p>“Menthol Max”</p> <p>eSignal electronic cigarette magazine advertisement 2014</p>	
21	<p><i>Ebony</i>/ Newport advertisement</p> <p>Magazine, front cover and page 33 October 2015</p>	
22	<p>“Newport pleasure!”/ “After you have a lung removed, take short breaths.”</p> <p>Advertisement and smoking cessation advertisement sponsored by the Centers for Disease Control and Prevention in same issue of magazine <i>Essence</i>, pages 58 and 116 March 2016</p>	

9 – Recent Struggles (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
23	<p>“Philip Morris – one of the 2016 DiversityInc Top 50 Companies for Diversity”</p> <p><i>DiversityInc</i>, front cover, page 98, and page 108 April 2016</p>	
24	<p>“I Wish I Had Found It A Long Time Ago.”</p> <p>JUUL electronic cigarette advertisement <i>New York Post</i>, page 19 August 22, 2018</p>	

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