

A-0921
Arts transcript:

Founded DOC in 1977 with 5 objectives:

- 1) Educate public
- 2) Tap highest level of commitment of health professionals in countering the tobacco pandemic
- 3) Tap highest level of creativity of youth: posters, arts, etc. to get message out
- 4) Purchase ad space in mass media
- 5) Use brand name ridicule in counter advertising

1-2. Background of archive and promotions dealing with arts, specifically museum exhibitions of PM since 1965. Will be working with Cummings to digitize. I have only collection of all tobacco sponsored arts programs since 1965. How each program shows agenda of PM, for ex. use of term risk ...PM adopt word as their very own.

3. Shopping cart with all products of PM. Cheese, coffee, mayo...over 2000 KRAFT/Gen Foods products. Profit from Marlboro in 1990's more, a lot more than combined profit of 2000 KRAFT products. Through hostile takeovers acquired KRAFT. Why buy KRAFT...to get back on TV. PM became #1 corporate advertiser
4. PM arts began in 1958 with concert sponsorship. PM went from one concert in 1958, one exhibition in 1965 to hundreds. Theatre, music, dance opera, historical societies. This was a book from cocktail party at ballet in Houston. Anniversary book.
5. Clip. Corporate film talking about Edward Hopper, music, dance. Panoplay of diverse arts...folk art, Picasso. Clip shows emphasis on diversity.
6. Notice the term world music...15 yrs ago term in vogue. Houston had a lot of world music concerts. PM became leading sponsor
7. PM also on billboards. When ads went down, arts ads remained. Over 30 aliases used by PM over years. The Philip Morris family of companies was my favorite.
8. This was a fiesta in Albuquerque. Typical cultural event that PM sponsored. Latter example. They did Marlboro country music, Parliament concerts, BH Blues. Mid 1990's ended overt use of Marlboro logo at concert. They took over the George R. Brown Convention Ctr. for Cinco de Mayo festival, took over with Marlboro Music.
9. Women, Latinos and PM and DC blended together with Freida Callo (sp?) exhibition. Little known artist until PM promotes her as premier artist. NYT ad.
10. Typical of PM to have uptown cig ads prominent, downtown where opinion leaders are they sponsor high class art shows.

11. Va Slims uptown ad
12. Video clip: Stefanie French at PM talking about sponsoring art. (rough transcription follows. Sound on tape not clear) "Sponsoring art is a positive thing. PM began doing it back when we were a relatively small company. At that time we thought that it was a way to stimulate our employees. It was a way of showing people through the creativity in paintings that an artist can tap their imagination and create works of art that our employees could reach into their own minds and come up with ideas that were equally audacious. That's how art _____"

Narrator: "For 30 years, modern architecture, performance

In this clip they don't mention what they do. By the end you want to buy everything they make.

Notice the gallery painting. Whitney at PM. "Cigarette Whitney." Whitney at Altria. Story: 6th grade class at exhibit, kids coming out, asked what does PM make, "paintings."

13. – 14. African-American art 1980's. NY Times Sunday mag. 1999 NYT bans cig ads, but not arts ads

15. John Biggers slide. Ca Afro Amer. Arts Mus. Biggers also came to Houston. My colleague Eric and I were out in front to greet visitors to the museum.

16. Clip: "Last night 'City Under Siege' reported exclusively about grant \$ flowing from tobacco companies to MD Anderson Cancer Center and other local medical institutions. Tonight Ned Hibbard examines where else those dollars are going and why some people are concerned about it. For artist John Biggers this exhibition is something of a homecoming. Biggers is a former Houstonian whose paintings, drawings, and sculpture are currently on display at the Houston Mus Fine Arts. Images of Africa saturate his canvases, but for some people the art work is overshadowed by another image altogether. ...brand name cigarettes sold by the Philip Morris companies, the same Philip Morris that is sponsoring the exhibit. Dr. Joel Dunnington for one, says that tobacco and fine arts don't mix. As an assistant professor of radiology at MD Anderson Cancer Center Dunnington has seen what a life time of smoking cigarettes can do to the human body. 'It's a product that when used exactly as intended kills people. And they've known it kills people for at least 40 years.' That accusation is just one of many leveled at the tobacco industry by JAMA, The Journal of the American Medical Association. Here's what the journal's editor said last week, 'The evidence is unequivocal, the US public has been duped by the tobacco industry. We should seek the removal of this scourge from our nation.' But what JAMA calls a scourge, the Museum of Fine Arts calls a benefactor. Museum Director Peter Marzio says it's his job to raise money, not to get immersed in politics. 'As long as tobacco is legal and you have high quality corporations, and in this case Philip Morris which is truly a great corp., the board is entirely supportive.' I understand you've gotten a lot of flack for this. "Well we haven't gotten a lot of flack. There's one small group that tried to disrupt the opening, and that's been the only flack.' Marzio doesn't mention this letter he received just after exhibit's opening ceremonies

from Houston City Council member Eleanor Tinsley. 'I wrote him praising the exhibit, but expressing my dismay over their accepting corporate contributions from PM. 'Tinsley accuses the cigarette maker of targeting women and minorities and activist Deloyd Parker agrees. Parker has known John Biggers for many years. He says the African-American community should be sponsoring the artist's exhibit, not PM. 'I support Dr. Biggers, but I do not support PM and tobacco companies. In fact, I will continue to fight to get rid of them as far as our business is concerned because of what they are doing to our community.' What the tobacco industry is doing, says Parker, is visible from almost every street corner. In predominantly black neighborhoods like the 3rd ward, most of the faces on the cigarette ads are young, healthy looking African-Americans and Parker says supporting a black artist is just another way for Philip Morris to promote its own agenda in the black community. That's a claim the museum's director disputes. 'Apparently the use of tobacco by younger members of the African American Community is significantly lower so that suggests to me almost the opposite.' But, there's a potential market there, perhaps. That's another way of looking at it. 'Yeah, that's true.' In response to council member Tinsley's letter, Marzio wrote one of his own calling PM a corporate leader in race relations. Tinsley scoffs at that, she says the Philip Morris sponsorship simply sends the wrong message. 'It's saying cigarettes are alright on the one hand and on the other hand it's against the law to smoke in every public building in the city of Houston. Including the museum of fine arts.'"

17. Guggenheim slide. Guggenheim, epicenter of art world. PM single leading sponsor of this museum.

18. Notice "Abstraction in 20th C, Total Risk, Freedom, Discipline." These are the words they have co-opted. They have co-opted the word risk.

19. Jan. 1983, Vatican art treasures at Met, DOC there to protest. NYT calls archdiocese and asks why they let cig co sponsor and they responded that it's PM Int, not cig co.

20. Picasso and Braque: intro to exhibition catalogue says that PM thinks Picasso and Braque were the greatest risk takers in art of 20th century. We also think that not taking risks may be the greatest risk of all.

21. video clip:

"It was no accident that the first museum exhibition Philip Morris sponsored in 1965 explored the then controversial Pop and Op styles in contemporary art. The company has not forgotten that it was once the smallest of cigarette manufacturers. It believes that in a constantly changing marketplace, playing it safe is taking the greatest risk of all."

22-23. Lincoln Center festival. It's going on as we speak. Entire month of July. Epicenter for arts in NY.

24. That's the older sign, "Whitney Museum at PM" now "Whitney Museum at Altria"

25-26. Old sign (PM) and new (Altria)

27. cartoon New Yorker. Genghis Khan: Giving to arts might help our image.

28. clip. "The museum Director wouldn't say how much money they took, but it's a substantial sum. And, if you don't think the tobacco company would ask the museum to return the favor someday, think again." "It happened in New York. All the major art museums went to the defense of PM against the banning of cigarette smoking. Why? Because the tobacco company threatened to pull its headquarters and its grant money out of the big apple if NY City Council passed the NY smoking ban. PM execs asked museum administrators to put in a good word with city officials and several museums pulled what strings they could. The law passed anyway. It took effect in April and PM hasn't moved out yet, but some Houstonians are worried that something similar might happen here. PM \$ goes to the Houston Grand Opera as well as to the Museum of Fine Arts. And, former Post columnist Juan Polomo believes that it's only a matter of time before those organizations are asked to go to bat for the tobacco giant. 'And there gonna do it because their hooked on that money. It's a habit that's almost as bad as cigarette smoking.'"

DOC went to Houston Opera to ballet, handed out mock programs, in evening wear, stood out front of opera and ballet and handed out mock programs, we gave out about 5,000 programs that were an apology from PM for deaths.

29. This is one of the editorial cartoons from our exhibition, "Editorial Cartoonists Take Up Smoking." Matson cartoon featuring arts org that lobbied against NY smoking ban.

30. If you go online looking for things to do in DC you will find the Folger Library and also the Shakespeare theatre, sponsored by Altria

31. Shakespeare theatre web ad. Actor smoking in web photo promoting Shakespeare theatre

32. "Nothing Like a Dance" last year the 10th anniversary of Equity fights aids. Get lung cancer to fight aids. Pm works with Elton John, Liza, etc. AMFAR has worked hand in hand with Philip Morris.

VA Slims tennis tournament, Blum removed the moment the \$5,000 check was handed out to Am. Found. For Aids Research. All I did was yell out how many deaths PMs products have caused.

33. This is Altria in Atlanta. This was opening exhibition for newly renovated museum.

34. This is Jazz sponsored by PM. They have co-opted many of the Jazz event. Season opener at Lincoln Center

35-39. Exhibits USA, markets exhibits, Originally Eric gets favorable response to our exhibits, but by the time we submit idea they say no thanks. We did get their catalogs

and noticed that over time Altria funding of Exhibits USA has increased making it their premiere funder.

Blum at TX Mus assoc audience divided over tobacco \$. This is a hot issue if we choose to make it so.

39. Arts against hunger. They've combined their hunger work with the arts. It's just amazing what they've been able to do.

40. 41. One of the inspirations for me has been Bugger up, they did a wonderful job of ridiculing sponsorship. These were some of their bumper stickers. Cecilia has done a wonderful job in the UK with a similar approach.

42. This was a fellow who dressed up like a race car driver at the Sydney museum of art. We had a racing car with chains locking driver to car. We threw cig butts everywhere. Had to remove him, couldn't figure out how to get him out. Took 4 hours to get him out. He was arrested. PM had to go to court but dropped the case.

45. Protest by DOC at Met Mus Art, Vatican treasures.

46. Minkler poster, Artists as Ashtrays. Reads text.

47. This was one of our newsletters

48. Liza Minelli poster for VA Slims Legends Concert. When she came to Houston we found a small, alternative publication that would print counteradvertising

49. Smelly Minelli ad, alienated gay community. Amfar, which we called AMFART, disappoints. They should be ashamed of themselves for working with a tobacco company. That's the kind of alliance we need to break.

50. Lincoln Center Festival. This is recent, Time Out NY last week. It's going on as we speak.

51. This is the 92nd street Y Harkness Dance Festival, religious organization, Jewish affiliation

52. This is the NY City Opera. A new season starts in Sept., Altria major sponsor of this

53. Leading exhibit every 2 years, Whitney Biennial, Altria sponsor, local and traveling exhibitions

54. Brooklyn Academy of Music, leading cultural institution in Brooklyn always sponsored by PM

55. Next Wave, Altria pretty much owns BAM which is the most up and coming arts center in NY

56. Diane Arbus, path breaking photographer, Altria sponsor, She took risks and so will Altria. There always going to sponsor the most avant garde shows.

57. Lastly, youth to youth programs at the Philip Morris building, 42nd st. and Park Ave.

58. Philip Morris and the arts