

• The Collaborators

● Tobacco-Ad-Carrying Magazines in the News

- Cosmopolitan 800-888-2676
- Redbook May, 1995
- Sports Illustrated 800-528-5000
- Life Magazine 800-621-6000
- Ebony Magazine
- Essence Magazine
- National Black Monitor/Black Media, Inc.

● Corporations that collaborate in the Marketing of Cigarette Brands

- Panasonic 201-349-7000
- Kellogg's (800) 962-1413
- Benetton

● Cultural Institutions that collaborate in the marketing of cigarette brands, or accept industry donations

Arts Groups

- Metropolitan Museum of Art
- Whitney Museum of American Art
- Whitney Museum at Philip Morris
- Brooklyn Academy of Music (BAM)
- Museum of Modern Art
- Lincoln Center for the Performing Arts
- Museum of American Folk Art
- American Association Of Museums
- Morgan Library
- Guggenheim Museum
- International Center of Photography
- Alliance for the Arts
- American Museum of Natural History
- Franklin Furnace
- P.S. 122
- Crossroads Theater
- Yoshiko Chuma and the School of Hard Knocks
- Intar Hispanic American Arts Center
- La Mama
- Studio Museum
- Kennedy Center Washington, DC
- MacDowell Colony

Dance

- American Ballet Theater
- Joyce Theater
- Dance Theater Workshop
- Dance Theater of Harlem
- Alvin Ailey American Dance Theater
- Joffrey Ballet

Political/Ethnic Groups

- American Civil Liberties Union

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- Joint Center for Political and Economic Studies
- National Association of Media Women

- National Black Caucus of State Legislators
- United Negro College Fund
- National Urban League
- Congressional Black Caucus
- NAACP
- Black Journalism Hall of Fame
- National Newspaper Publishers Association

- National Council of La Raza
- National Association of Hispanic Publications
- B National Association of Hispanic Journalists
- National Puerto Rican Coalition
- National Association of Bilingual Education (NABE)

- Gay Men's Health Crisis
- Gay and Lesbian Alliance
- Act Up (Aids Coalition To Unleash Power)

- National Organization for Women Legal Defense & Education Fund
- League of Women Voters

Educational/Young People's Groups

- Phillips Academy (Andover, MA)
- Yale Divinity School
- Thurgood Marshall Scholarship Fund
- Discovery Place children's science museum (Charlotte, N.C.)
- 4-H Club—North Carolina

Anti-drug groups

- American Council on Alcoholism

● Individual Collaborators

- Theodore Hesburgh, president emeritus of Notre Dame

● Charitable and Cultural Organizations that have refused tobacco industry money

- Coalition for the Homeless
- National Association of Black Journalists

● Drug Stores and Groceries that actively collaborate

- Sloan's/Gristede's Supermarkets 956-5770
- Grand Union
- Love Stores 800-427-5683
- McKay Drugs 627-2300

● Drug Stores and Groceries that refuse to collaborate

Take your business where people care.

- National Chains
 - CVS Pharmacies
 - A&P Supermarkets
 - D'Agostino's Supermarkets
- Local

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- New York
 - New York City
 - Whitney Chemists
 - Bigelow Drug
 - Stadlanders Pharmacy Wellnes Center
- Utah
 - Kaysville
 - Bowman's Thriftway.
 - Michigan
 - Flint
 - Diplomat Pharmacy

The Collaborators

*I figure if it's really so bad for you, they wouldn't be selling them everywhere. I mean, you walk into Stop 'N' Go, and there's a whole wall of them right up front at the cash register. If they were really *that* bad for you, they'd make them less accessible.*

--18-year-old smoker, "Young, Carefree and in Love With Cigarettes," The New York Times, July 30, 1995

When all the garbage is stripped away, successful cigarette advertising involves showing the kind of people most people would like to be, doing the things most people would like to do, and smoking up a storm. I don't know any way of doing this that doesn't tempt young people to smoke.

-- advertising executive who worked on the Marlboro account, quoted in the 1994 Surgeon General's Report. Consumer Reports, March, 1995

I. The Promoters

Consider the never-ending flow of cigarette advertising and promotions, and their association with non-tobacco entities like sports figures, movie stars, corporations, grocery stores, the local pharmacy, doctor's office or even one's own living room. By their very ubiquity coupled with their acceptance by the rest of society--including highly admired individuals and corporations--this flood of promotions serves to give silent rebuttal to the truth about tobacco.

"The tobacco industry buys silence from these groups . . . Even if that's not made explicit, that's what happens. It's had a tremendous impact because these are the very groups that most need to speak out, and they won't." -- Jean Kilbourne, Wellesley College, speaking of tobacco industry donations to black and women's organizations.

"They are peddling an addictive and lethal drug, and their ability to market their product depends on their ability to say they are a legitimate member of American society." --Michael Pertschuk, former chairman of the Federal Trade Commission, current codirector of the Advocacy Institute in Washington:

"Thank God for sinners. They're the only people to support the arts." --anonymous dance company spokeswoman

"Like the reaction of so many to the relationship between culture and cigarettes, the comment [above] had at its core the argument that the end justifies the means. Only it doesn't." --Anna Quindlen

II. The Pointedly Silent Legitimizers

Philanthropic contributions to arts, charity and cultural organizations are effective in buying legitimacy and silence. Institutions that have accepted tobacco industry philanthropy may or may not believe there is no quid-pro-quo, but in a crunch, many have been urged to speak up for tobacco industry goals to political bodies. In 1994 in New York City, Philip Morris notes to its donees stated that if a smokefree bill passed, PM contributions might dry up. The note urged institutions--some shocked, some more than willing to comply--to speak with their legislators.

By the mere fact of accepting tobacco industry donations, an organization lends a little of its legitimacy and status to tobacco companies, allowing the companies to shift the focus away from their commonly-perceived roles as merchants of death. Such an organization cannot be unaware it risks losing those donations if its members speak out about the 400,000 dead a year from tobacco-related diseases.

"If they kill off cigarette and alcohol advertising," he says, "black papers may as well stop printing."
-- Keith Lockart, president of Lockart & Pettus, Inc., an African-American advertising agency.

"Groups representing those communities would be speaking out in opposition to aggressive marketing of the tobacco industry But what you see are groups like National Urban League and NAACP, who need the money and take the money from RJR and Philip Morris, saying not word one about this problem that afflicts their community. Groups in the gay community are by and large silent on this same concern. You could infer that tobacco company contributions, while helpful on the one hand, are buying silence on the other."-- Cliff Douglas of the Advocacy Institute

It is in this vein then, that the Tobacco BBS sets out to create a database of enablers -- those who by lending their good name, help establish the ubiquity and seemingly everyday innocuousness of smoking, help foster the legitimacy of tobacco companies, and help collaborate in the lie that cigarettes couldn't possibly be "*that* bad for you."

● Tobacco-Ad-Carrying Magazines in the News

● Cosmopolitan 800-888-2676

- Simmons Research Bureau found that up to 44% of Cosmo's readers are under 20. The readership rolls contain over two million girls aged 12-19. In 1985, *Cosmopolitan* editor Helen Gurley Brown was quoted thus in the Washington Post: "Having come from the advertising world myself, I think, 'who needs somebody you're paying millions of dollars a year to come back and bite you on the ankle?'"

● Redbook

- *One remarkable example of distortion was in the May Redbook, which spotlighted the "lifestyles of the cancer-free." Incredibly, there was no reference to the leading preventable cause of cancer - cigarettes.*--Dr. Elizabeth Whelan, USA Today, Nov. 14, 1995

● Sports Illustrated 800-528-5000

- SI has been asked by 5 Congress members to stop carrying tobacco ads. Investment groups--like the Interfaith Center on Corporate Responsibility in Milwaukee and Healthcare West--have asked Time-Warner to clean up Time, Sports Illustrated and People.

● Life Magazine 800-621-6000

- A recent letter to Dear Abby castigated Life for its Joe Camel inserts.

● Ebony Magazine

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- *"Neither Ebony nor Essence published an extensive article about smoking and health, although the subject was mentioned briefly in articles on general health. --Progressive Magazine, Dec., 1992.*

- **Essence Magazine**

- *"Neither Ebony nor Essence published an extensive article about smoking and health, although the subject was mentioned briefly in articles on general health. --Progressive Magazine, Dec., 1992*
- *According to Alan Blum, chairman of Doctors Ought to Care, "A minimum of 12 per cent of the color advertisements in each issue of Essence are for cigarettes, second only to advertisements for alcohol, at 20 per cent." --Progressive Magazine, Dec., 1992*

- **National Black Monitor/Black Media, Inc.**

- *During 1988, the magazine National Black Monitor published a series of articles that urged African-Americans to support the tobacco industry. Published by Black Media, Inc., the Monitor is a monthly insert that goes to about eighty African-American newspapers, primarily in small cities and rural communities.-- Progressive Magazine, Dec., 1992*

Corporations that collaborate in the Marketing of Cigarette Brands

- **Panasonic 201-349-7000**

- For enough "miles," you can get a Panasonic CD player with the Marlboro logo.

- **Kellogg's**

P.O. Box CAMB
Battle Creek, MI 49016-1986
(800) 962-1413 8 am-8 pm EST

- Special Winston Cup Commemorative Box 1995 of Kellogg's Corn Flakes have been sold in areas where NASCAR races are held. Kellogg's

- **Benetton**

Japan Tobacco joins with Benetton to bring you "Mild 7 Racing"

Cultural Institutions that collaborate in the marketing of cigarette brands or lend tobacco companies legitimacy by accepting industry donations

According to William Ecenbarger of the Philadelphia Inquirer, "Philip Morris gave \$30,000 to the Corcoran Gallery of Art in Washington for an exhibition in 1987. At the opening, a gallery official complained about little packs of cigarettes being distributed free of charge. Soon after, Philip Morris told Corcoran it would no longer fund the museum, citing the complaint as one reason."

The following are arts institutions that reportedly are more cooperative.

- **Metropolitan Museum of Art**

5th Avenue & 82nd St.
NY, NY 10028
212-570-3726

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- Philip Morris has sponsored many Met events and shows, including the Met's high-profile Matisse and Jacob Lawrence exhibits, and 1994's "Origins of Impressionism." (One journalist wrote that at the opening night party, so many free cigarettes were going that the Temple of Dendur was "enveloped in a cloud of smoke.")
- Treasures of the Vatican, 1987. Terence Cardinal Cooke, then the Roman Catholic Archbishop of New York, led a prayer for Mr. Weissman and his Philip Morris colleagues. After the benediction, Frank Saunders, PM VP, said, "We are probably the only cigarette company, on this earth to be blessed by a cardinal."
- *"At this time, it is socially, economically and emotionally convenient to rationalize the politics of cigarettes, but only until you or someone you love is forced by circumstance to walk into a crowded oncology waiting room."* --Carolyn Marks Blackwood

● **Whitney Museum of American Art**

945 Madison Avenue (75th St.)
 NY, NY 10021
 212-570-3676

● **Whitney Museum at Philip Morris**

120 Park Ave. (42nd St, in the Philip Morris building)
 New York, NY 10017
 212-878-2550

● **Brooklyn Academy of Music (BAM)**

30 Lafayette Ave.
 Brooklyn, NY 11217
 718-636-4122

- Philip Morris sponsored BAM's high-profile Next Wave Festival.
- William Campbell, president of Philip Morris USA until 1995, has been a board member of BAM.
- During 1994's smokefree air act battle, BAM "made discreet calls," to City Council members to express concern.
- "It is not easy to get support for something like the Next Wave. . . In this country there is no company as generous and as forward-looking. What we're worried about in this whole business is that they might leave the city, and we've seen other corporations do that and stop their support of the arts." , " says Harvey Lichtenstein, the president of BAM.

● **Museum of Modern Art**

Museum of Modern Art
 11 W.53rd St.
 NY, NY 10019-5498
 212-708-9480

● **Lincoln Center for the Performing Arts**

70 Lincoln Center Plaza
 NYC, NY 10023-6971

- Ex-Philip Morris CEO George Weissman has been chairman of Lincoln Center since 1986, according to a 1994 New York Times Magazine article.
- Lincoln Center once ran an ad that required a Surgeon's General warning. The ad promoted the Marlboro Country Music Festival (at Lincoln Center), and Marlboro cigarettes.

● **Museum of American Folk Art**

● **American Association Of Museums**

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- **Morgan Library**
- **Guggenheim Museum**
- **International Center of Photography**

1994: Philip Morris sponsored the "Talking Pictures" exhibition

- **Alliance for the Arts**

According to Randall Bourscheidt, executive director of the umbrella organization, "Arts organizations don't have the luxury of turning down money from any source. . . generosity as large and as widespread as Philip Morris's has a major impact on New York and the country."

- **American Ballet Theater**
- **American Museum of Natural History**
- **Franklin Furnace**
- **Joyce Theater**
- **B Dance Theater Workshop**
- **P.S. 122**

- According to Alisa Solomon in the Village Voice, "Of course they're using us,' says P.S. 122 artistic director Mark Russell. 'We're using them, too.'"

- **Crossroads Theater**
- **Yoshiko Chuma and the School of Hard Knocks**
- **Intar Hispanic American Arts Center**
- **La Mama**
- **Studio Museum**
- **Dance Theater of Harlem**
- **Alvin Ailey American Dance Theater**

- The Alvin Ailey company received \$500,000 from Philip Morris to underwrite its 1991 New York City season and 1991-1992 North American tour.
- "Because of Federal cuts to cultural institutions in the 1980s," says Judith Jamison, artistic director of the Alvin Ailey Dance Theater, "we have to identify and solicit money from tobacco companies." --Progressive Magazine, Dec., 1992.
- Jamison was quoted in Philip Morris' ads for its 1990 "Bill of Rights" tour: "we must keep a watchful eye" (to protect the Bill of Rights).
- "In 1991, Philip Morris gave the Alvin Ailey Dance Theater Foundation \$200,920; the year before, Alvin Ailey representatives testified in support of the tobacco industry in Congress."--James Ridgeway, Village Voice, Nov. 9, 1993

- **Kennedy Center Washington, DC**
- **MacDowell Colony**

William Campbell, president of Philip Morris USA until 1995, has been a board member.

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- **Joffrey Ballet**

Stephane French, vice president for corporate contributions and cultural affairs for Philip Morris was a board member as of 1994.

- **American Civil Liberties Union**

- *According to a recent report by the Advocacy Institute, the ACLU, which has been advocating the tobacco industry's cause in Congress, netted \$500,000 in funds from Philip Morris between 1987 and 1992, along with additional sums from RJR Nabisco and the Tobacco Institute.*

In 1990, Morton H. Halperin, then the ACLU's Washington director and currently a controversial Clinton appointee to be an assistant secretary of defense, testified before the Senate that "there is simply no evidence that tobacco advertising increases the level of smoking, and no evidence that eliminating tobacco advertising will reduce the amount of smoking." --James Ridgeway, Village Voice, Nov. 9, 1995

- **United Negro College Fund**

- *In fiscal 1989 . . . the United Negro College Fund picked up \$285,500 from RJR Nabisco, \$200,500 from Philip Morris, and \$65,000 from an employee donation at Brown & Williamson. Hugh Cullman, then a UNCF board member, was a retired vice chair of Philip Morris. --Progressive Magazine, Dec., 1992*

- **National Urban League**

- Received "\$4.4 million to the National Urban League from cigarette concerns" from 1989-1992, according to Progressive Magazine.
- *"Has anyone ever called Lincoln Center and asked why they haven't turned down tobacco money?" retorts Donald Hense, vice president of development at the National Urban League. "There's \$4 billion out there in cigarette money, and you come asking me about \$400,000?"--Progressive Magazine, Dec., 1992.*
- Do not confuse NUL with the Detroit Urban League, which is a resistor to tobacco influences. On October 5, 1995, it will host its Second Annual Call to Action Summit on drug use. DUL President/CEO Ronald L. Griffin, said, *Any individual or organization contributing to the perpetuation of Alcohol, Tobacco and Other Drug Related Violence needs to be held fully accountable.*

The conference will feature Dr. Nathan Hare, Ph.D. and his wife Julia Hare, Ph.D., co-founders of the Black Think Tank.

- **Congressional Black Caucus**

- **NAACP**

- According to William Ecenbarger of the Philadelphia Enquirer, "In recent years, the NAACP, a major object of tobacco philanthropy, worked with African American journalists to oppose clean air acts because of alleged discrimination against black workers, and opposed grants to universities to study African American smoking patterns."
- In ads for Philip Morris' 1990 "Bill of Rights" tour, Benjamin Hooks, executive director of the NAACP, loaned his visage for PM's ads.
- Hazel Dukes, president of New York state chapter of NAACP fought against New York City's Clean Indoor Air act and said it was discriminatory--executives could smoke in their offices, whereas rank-and-file could not.

- **Black Journalism Hall of Fame**

- At the 1987 dedication in Baltimore, the keynote speaker was Stanley Scott, vice president of Philip Morris Companies, Inc.

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- **National Newspaper Publishers Association**

- The trade association of the black press. Tobacco companies underwrite meals and receptions at meetings.

- **Joint Center for Political and Economic Studies**

- The country's preeminent black think tank

- **National Black Caucus of State Legislators**

- **National Council of La Raza**

- **National Association of Hispanic Publications**

- California's Hispanic Business magazine reports that Philip Morris was the second-largest advertiser in Hispanic media for fiscal 1989, spending \$8.6 million. In 1988, Philip Morris topped the list. Last year, the National Association of Hispanic Publications named Philip Morris "company of the year."--Progressive Magazine, Dec. 1992

- **National Association of Hispanic Journalists**

- According to William Ecenbarger, "A \$10,000 contribution to the National Association of Hispanic Journalists for its annual conference helped secure the group's opposition to restrictions on tobacco advertising."

- **National Puerto Rican Coalition**

- According to president Louis Nunez, "You don't sign anything . . . It's sort of understood that you're going to work with them. . . . Obviously the tobacco industry is very involved in legislation, and I would assume that any organization that takes a very strong position on the use of tobacco, not even a strong position but a public position, would not get their support."

- **National Association of Bilingual Education (NABE)**

- Ecenbarger writes that a Philip Morris memo explaining a \$5,000 contribution stated that NABE's president, Macario Saldate, NABE president, opposed an attempt to pass an anti-tobacco resolution during a National Hispanic Leadership Conference.

- **Gay Men's Health Crisis**

- In 1994, Philip Morris was GMHC's largest single corporate contributor--\$150,000. R.J. Reynolds gave about \$50,000.
 - 1995: November AIDS Dance-a-Thon co-sponsored by R.J. Reynolds.

- **Gay and Lesbian Alliance**

- **Act-Up (AIDS Coalition to Unleash Power)**

- In May, 1991, ACT-UP called off its boycott of Marlboro cigarettes and Miller Beer over anti-gay remarks by Jesse Helms, in return for increased AIDS funding and encouragement from Philip Morris for local groups to apply for grants.

William Dobbs from the New York chapter, however, spoke up at the press conference announcing the decision. "Is it linked to the people you kill every year?" he asked the Philip Morris representative. Dobbs called the pact "despicable," and said taking such money is like "stepping over thousands of dead" to help AIDS victims.

- **American Council on Alcoholism**

- **National Organization for Women Legal Defense & Education Fund**
- **National Association of Media Women**
- **League of Women Voters**
- **Phillips Academy**

A row erupted in August, 1995 over this Andover, MA private school's acceptance of a \$200,000 grant from Philip Morris, earmarked for the recruitment of minorities into teaching.

- **Yale Divinity School**
- **Thurgood Marshall Scholarship Fund**
- **Discovery Place children's science museum (Charlotte, N.C.)**
 - Philip Morris donated \$5,000 to this children's museum to establish a meeting room where smoking is to be allowed.
- **4-H Club--North Carolina**
 - As a youth-oriented group, the national organization does not feel it appropriate to accept tobacco industry money. But the North Carolina affiliate does accept about \$7,000 a year from Philip Morris. "This money is used to honor our adult volunteers, and it does not find its way into any direct programs for children," said an official.

Individual Collaborators

- **Theodore Hesburgh, president emeritus of Notre Dame**
 - As part of Philip Morris' \$30 million "Bill of Rights" campaign, Hesburgh lent his visage on ads, and his statement that the Bill of Rights "did not automatically guarantee life, liberty and the pursuit of happiness for all Americans. We have had to enlarge our freedoms, promote human dignity and eliminate injustice during all 200 years of the Bill of Rights. The ideal is there, but the reality has always needed enlarging. It still does."

Charitable and Cultural Organizations that have refused tobacco industry money

- **Coalition for the Homeless**
 - Columnist Anna Quindlen said CH's director refused to accept any more industry money after being asked in 1988 to write to the City Council in regards to the Smokefree Air Act.
- **National Association of Black Journalists**
 - At its 1990 convention, in the wake of the Uptown controversy, NABJ voted to refuse all tobacco sponsorship.

Drug Stores and Groceries that actively collaborate

Getting your prescription filled? How much do you think a store that hawks cigarettes knows about health matters? How much do you think they care? How scrupulously clean do you think such a grocery store will be? How careful do you think they are when handling your meat, dairy products

and frozen food?

Your health or their money--which do you think comes first?

- New York City
 - Sloan's/Gristede's Supermarkets 956-5770
 - Grand Union
 - Love Stores 800-427-5683
 - McKay Drugs 627-2300

Drug Stores and Groceries that refuse to collaborate

● National Chains

- CVS Pharmacies
- A&P Supermarkets
- D'Agostino's Supermarkets

● Local

● New York City

- Greenwich Village
 - **Whitney Chemists**

50 University Pl.
473-4166

□ Bigelow Drug

414-6th Ave.
473-7324, 533-2700

Bigelow is one of the oldest drug stores in the city, but that doesn't mean they don't still bustle; though their lunch counter is long gone, they have a very large and unusual collection of body-care and grooming aids. They also have a sign in the front, stating their no-tobacco policy.

○ Chelsea

□ **Stadtlanders Pharmacy Wellness Center**

126 8th Ave., corner 16th St.
807-8798

A unique new-age pharmacy in a cleanly-designed space, Stadtlanders has a "Gifts that Give Back" program. "Each time you buy a gift at Stadtlanders, 90% of the item's price goes directly to a non-profit organization that serves people living with long-term health conditions, such as HIV/AIDS, organ transplants and cancer." Stadtlanders started as a mail service pharmacy headquartered in Pittsburgh, PA.

○ Utah

□ Kaysville

□ **Bowman's Thriftway**

Kaysville, Utah

From an article by T.J. Quinn, published in the The Salt Lake Tribune, Sept. 19, 1995:

[Though facing competition from a new Albertson's, Dick] Bowman . . . has plans to build a new, 46,000 square-foot store on the property just south on

Main Street from his store and will go to the 7/8rcity for approval Sept. 28, the same day Albertson's is scheduled to ask for approval of its 51,000 square-foot store.

But Bowman, 67, still won't open his store on a Sunday and he still won't sell liquor or tobacco. It is not a moral issue, he said. He just doesn't believe selling things that could cause kids harm is a good message to those young people.

Some neighbors thought Bowman was crazy when he decided to take those items off the shelves, that he would regret it in the pocketbook.

Business is good enough for Bowman to go ahead with expansion plans, so somebody must like the way he runs his store, he says.

□ Michigan

□ Flint

□ Diplomat Pharmacy. Phil Hagerman took a steamroller to his tobacco stock in 1995. It was a customer-service issue: I didn't want it to seem that I was telling customers who bought their cigarettes here for 20 years that I didn't care anymore about their personal needs, he has said. Now, For every customer who said they're never coming back, I've had two or three people I never heard of calling to say, 'We want you to be our pharmacy now.

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