



## SYRACUSE UNIVERSITY

CENTER FOR CAREER SERVICES

February 3, 2000

Leon Blum  
Watson #115  
405 University Place  
Syracuse, NY 13210

Dear Leon:

Thanks for your letter. You ask why Syracuse University allows Philip Morris to use the Schine Student Center for recruiting purposes. It's a logical question that has a plain answer: because Philip Morris is an employer offering entry-level jobs and internships, and many students at SU are interested in talking with them about those opportunities.

According to the guidelines of the professional organization to which we belong, the *National Association of Colleges and Employers*, career services professionals are not to use their own values as the basis for deciding who may or may not recruit. This is true whether the employer is Philip Morris, Ford Motor Company, Green Peace, the American Cancer Society, the AFL-CIO, or Microsoft.

The decision has to rest with each student. Your letter eloquently stated your values and I respect them. You have strong reasons for your stance, and certainly those must guide you as you decide which connections to make and which directions to follow. If someone in the career center makes that decision for you, it is taken out of your hands. Contrary to your values, a large number of students submitted resumes to Philip Morris yesterday. Just as many did so in the fall. It is those interested students who are using the Schine Student Center when interviews and information sessions are conducted. In the career center, we have to respect everyone's values, despite the fact that one person's values may oppose those of another.

I remember about ten years ago when Teach for America was just getting started. The Education Department of the institution where I worked objected to letting TFA interview students. Some faculty felt that the practice of taking students from any major and training them to teach in inner city schools was illegitimate. But TFA offered an actual job and students were interested, so they were allowed to recruit. And many students decided to interview. As you may know, Teach for America is today one of the strongest recruiters on college campuses, including ours. Much praise has been given for TFA's success in helping to change situations in inner city schools. No one would think of banning them.

No doubt, an objection could be found on someone's part for every employer that visits campus. But it would be more than presumptuous on our part to make one party's objections dictate access for everyone.

The laws surrounding tobacco and the public consciousness of its effects have changed substantially in recent years. They may change even more. But it is still legal to manufacture tobacco products and sell them, and the jobs offered by tobacco companies are of interest to a number of students. As long as that is the situation, we are obligated to allow tobacco companies to meet with them.

Although I've answered your question, I don't feel we've settled the matter. My assumption—if I read your intent correctly—is that you would like to change people's minds. It may alarm you that so many fellow students pursue opportunities with organizations that operate according to values quite different from yours. As I've stated above, we won't determine what those boundaries are; we leave that to individual students. That does not take away your voice, however.

So allow me to suggest something we could do: organize an effort with your help, to bring employers to campus that speak to the issues you, and other like-minded individuals, support... perhaps an event organized around social responsibility. It would present an alternative and might be a way to instigate change.

If you would be interested in pursuing such an endeavor, or just talking about our policies further, please make an appointment with me by calling 443-9086. I look forward to meeting you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Kelley Bishop", written over the typed name.

Kelley Bishop  
Director

cc Barry L. Wells

Watson #115  
405 University Pl.  
Syracuse, NY 13210  
[Lyblum@syr.edu](mailto:Lyblum@syr.edu)

Phone: 443-8210

February 8, 2000

Kelley Bishop, Director  
Syracuse University Center for Career Services  
303 University Place, 235 Schine Student Center  
Syracuse, New York 13244-2070

Dear Mr. Bishop,

I thank you for your prompt response to my letter regarding Philip Morris, but there are many issues left to be resolved.

First off, your letter blatantly defends Philip Morris. In reality, this business has had a history of manufacturing deadly carcinogens for over a century. After the Surgeon Generals report in the 1960s, Philip Morris lied to the public by stating that tobacco was not addictive and did not cause cancer (we now know full well of the tobacco companies' cover-ups). Philip Morris continues to be an organization which profits from third world exploitation where there is no minimum smoking age. Additionally, the populations of these countries are not aware of the damage that cigarettes do to their health. Even though Philip Morris sells legal products, it continues to aid in killing 3,000,000 people worldwide each year.

I was not writing you to "change people's minds." I am pleading with the administration not to allow use of the student center for recruiting for such a company.

I will not waste my effort in creating an alternative social responsibility career fair; rather, I will pursue every legal means of stopping Philip Morris from recruiting at SU.

It is sad that this "Student Centered Research University" will not take the moral approach in banning an unethical company from recruiting its students.

Sincerely,

Leon Blum

CC: Dean of Student Affairs, Barry Wells

Dellplain Box 58  
601 Comstock  
Syracuse, NY 13210  
(315)443-6707  
orangemen44@hotmail.com

9/25/00

Dear

Enclosed is evidence relating to Philip Morris recruiting at Syracuse University. I'm trying to expose corporate infiltration by Philip Morris within student groups and the administration. This practice is destructive to the educational process.

Syracuse administrative officials in the past have disregarded student complaints against Philip Morris. Additionally, Syracuse University officials have allied themselves with corporations to quell student protest and dissent on campus.

While trying to film Philip Morris recruiters for a documentary, I was denied my First Amendment right of freedom of the press. Syracuse University has imposed many unjust restrictions upon students in violation to their First Amendment rights.

On Wednesday, October 4, I plan to attend a Philip Morris information session in the student center, but need advice on legal options available to me.

Thank you for your time. I look forward to hearing from you soon.

Sincerely,



Leon Blum

CC: Ira Kurzban

Enc: Documents, recruiting tape, videotape of career fair

Total audio: Approx. 1 hour 20 minutes

00:00 Philip Morris charitable video

"thanks Philip Morris"

educational and nutritional program for kids

"Without the support of the Oscar Meyer and Philip Morris..."

3:00 PM and South American refugees "without the help of Philip Morris..."

4:00 Vera House and PM "Appreciate the support of Philip Morris"

5:00 Moscow... Kraft Jacob Suchard

Girls choir of Harlem "(Its good to know that the) Corporation isn't just interested in the bottom line" --- Girls choir spokesman

6 Malnutrition and AIDS Patients ... Proud to be associated with Miller Brewing

7:00 Good corporate citizenship.. Philip Morris represents that better than anything

8:00 Meals on wheels Senior citizens talk. Philip Morris continues its most generous support

9:00 Donations to Vera house in Syracuse.

10:00 Nick S. talks about his history with PM

11:00 Keith Rose, senior account manager introduces himself.

14:00 Nick talks about chain store marketing and "calls on headquarter people"

15:00 Keith gives his history with PM

16:00 Students introduce themselves

17:00 Keith talks about five operating companies of Philip Morris

18:00 "recruiting for PM USA"

21:00 KEITH: "Marlboro is the number one consumer product in the world" He talks about corporate structure

22:00 KEITH: "We have the most outrageous parties... They're so bad, they make us stay in a hotel"

23:00 "Values we look for when we recruit..."

23:30 KEITH: "Open and honest communication... internally and externally... to consumers" "We're good citizens"

24:00 KEITH: "We go to the best universities in the country..." ... talks about benefits

25:00 KEITH: profit sharing "I work for a great company"

27:00 Colleges PM has recruited at... Syracuse, Cornell, Duke, BU, NYU, Boston

"We're looking [to recruit] more than good citizens"

**28:00 Keith gives anecdote of his talks with a doctor who questions why he works for a tobacco company. KEITH: We are a good company.. "It's a shame we have to put out promotions to tell people what we do for our communities" ... the product "may be harmful for you" .. supports responsibility and accountability**

30:00 Masters settlement ... "We card" "Keith is against "people who question what you do" ... Great work environment

32:00 Keith talks about benefits

**approx. 54:00 Nick discusses Student ambassador program**

## SIDE 2

I ask Keith Rose what I should say to "my anti-smoking friends" Keith responds..

**"Here's what you'd say to Dad and Mom... Don't you want a responsible businessman handling (tobacco)." He talks about the charitable works of PM...**

“Who’s the number three supporter to the cancer institute? [whispering] the tobacco companies.”

“I’m not saying we aren’t born again” “We’ve always been a responsible company” “we wanna be good citizens” Penn State, Stanford, UCLA Keith to me: “We need a good student ambassador such as yourself at Syracuse”

Total video: approximately 51 minutes.

**00:00 Nick S. talks about “Student Ambassador Program” ---AUDIO CLIP---**

2:00 Video Shots of PM booth on stage

Shots of other booths

Shots of career fair booth, wide shot

CU Regis clothing

Recruiter talking

PM recruiters

CU booth, recruiters

5:42 CU “Sales Career Path”

CU Nick S.

Nick talks to student

Wide shot of booths

6:44 PM USA Booth CU America’s Best companies

7:14 NICK: “What’s this for?” LEON: “Why don’t you tell students what PM is?” He says, “I’d rather not... excuse me”

7:56 officer Schapp says “Time to go”... “You’re welcome to ask any questions.”

“Agreement we have with Student Affairs”

9:38 LEON: “I’m not forcing anyone to talk”

9:53 I follow Mike

10:44 talks with Kelly Bishop

**11:04 BISHOP: “Here’s the Official Stuff” “If they feel hassled, its over... [you can film] as long as they don’t feel harassed”**

12:15 SCHAPP: Man didn’t want you in his face

12:27 PM recruiters

13:07 Nick S. talks with administrative official

13:38 Nick talks with Schapp

14:03 SCHAPP: He says he’s feeling harassed

15:21 SCAPP: “Maybe you both have to leave”

15:44 “You’re welcome to ask questions”

**15:57 BISHOP: “We’ve just got a formal complaint, Leon” ... Urtz mentioned**

**17:30 BISHOP: “I’m telling you what the rights are”**

17:38 BISHOP: “Every company here, people can have a complaint about”

18:40 BISHOP: “Companies ask to come here... they pay to come here... have the ability to come here”

20:00 BISHOP: “What are you going to gain by kicking them off campus?”

20:53 LEON: “Do you know what Philip Morris does?”

21:22 BISHOP: "What you have on this campus is an open dialog"  
21:56 BISHOP: "If you continue filming, I'll have officers remove you"  
25:00 TAPE 2  
26:40 MIKE: "Our personal convictions have no place in this"  
29:00 "We need to provide opportunities to students"  
29:56 Melanie Schum to officer Schapp, "My question is, how long are we going to continue to be harassed."  
30:35 "If you wanted to ask questions, you're more than welcome"  
31:10 SCAPP: "They don't want it, its their choice"  
32:00 Officer John Sardino, "University gave me the right..."  
32:41 No talking to Kelly Bishop "He's done talking"  
33:08 SCHAPP: "You're done filming"  
33:24 "Nobody is to film"  
**33:55 SARDINO: "I say it is closed off to you"**  
35:15 LEON to Sardino: "Do you know what Philip Morris Does?"  
37:48 "This is a career show" Sardino accuses me of harassment  
39:05 "We're done negotiating"  
40:03 Shots from balcony to floor. Wide shots of tables.  
**45:00 Officer Schapp puts hand over lens, "You are done... Exit the building now... Turn it off"**  
OFF CAMERA: Public Safety radio, "He's still filming" Urtz down here now...  
45:18 BISHOP: You didn't have to hassle these guys. LEON: That's their interpretation of hassling BISHOP: True, that's their interpretation of hassling.  
**46:41 BISHOP: "They're guests whether you like them or not"**  
Shots of kids' playing cards above tobacco shelves at local CVS store.  
Shots of Starbucks (owned by Philip Morris) booth in campus bookstore.  
Shots of career fair sign. Exterior of Goldstein Auditorium. Exterior of Schine Student Center Shots of Syracuse University hall of languages. Shots of Career Fair LED sign.

## Dr. Alan Blum

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**From:** "L B" <orangemen44@hotmail.com>  
**To:** <orangemen44@hotmail.com>; <ablum@cchs.ua.edu>; <kurzban@aol.com>; <d-o-c@texas.net>  
**Cc:** <Russciandra@msn.com>  
**Sent:** Thursday, October 05, 2000 10:35 PM  
**Subject:** PM Info session

Last night I recruited three students to witness the information session. We're still comparing notes.

6:30 PM: two suits observed me walking into the Philip Morris information session (Mr. Kelley Bishop, Career Center Director and the Associate Vice President for Student Affairs). When I asked what they were up to, Mr. Bishop said, "just hanging out, what are you doing?" After talking to the two administrators and seeing them stare at my pants pockets, I entered the recruiting session.

I was greeted by Nick Albanese (the recruiter who accused me of harassment). We shook hands and he said he had no problem talking with me and gave me more flyers and handouts. I spoke with a TSM for a few minutes, but Mr. Albanese interrupted my conversation with the TSM. Mr. Albanese put his arm around the TSM and left the room to talk. The TSM returned, but seemed more edgy and started asking me questions about my major. Then, I mingled with other recruiters and grabbed some snacks. I found the SU Student Ambassador (wearing a Philip Morris shirt). He described his internship over the summer. When asked about the SA program, he said he talked with a number of professors and came to the career fair to speak to more students. When I asked what he was paid for the internship, he said that he signed an agreement saying he wouldn't discuss money. He noted that the student ambassador program is "nationwide." I asked if he was paid for the Student Ambassador program, he said, "You get paid for the internship. You work 8-10 hours a week."

Approx. seven PM representatives were on hand to speak to a dozen students about benefits and job descriptions. (Territory Sales Managers were also called "category consultants" who discuss marketing strategies with retailers). The recruiters periodically stared at me while making their presentations.

When the student ambassador spoke to everyone, he said "its a great company... there's a lot of great perks." I asked him again what Student Ambassadors can do for PM on campus. This time his response was, "As a student ambassador, I basically go to like the career fair and just talk about my experience as I'm doing right now with Philip Morris." He continued to say that the career center was a great place to find out about the company and also mentioned erecruiting.com (NACE). I asked if SA was a volunteer position. He replied, "It was offered to me at the end of my



internship if I'd be willing to help coming to the career fair and talk about my experiences."

\*\*\*\*\*The student ambassador did not admit that he was paid to "penetrate campus groups and organizations"\*\*\*\*\*

The Philip Morris charitable video was not shown during the information session.

Also, a student was concerned that PM distributes tobacco on trucks in other countries (the Phillipines). He asked why the We Card program wasn't established outside the US. A recruiter said that the process "takes time" and that it has to start in the US and then eventually move to other countries. He spoke about Philip Morris beginning to open dialogue with the World Health Organization for youth smoking prevention (yet, he failed to mention that PM has infiltrated the WHO- August 9, 2000 in The Guardian, also in tobacco.org---"Project Down Under"). The recruiters also spoke about their efforts in Youth Smoking Prevention and how PM contributes to the Tobacco Council for "responsibility."

\*\*\*We need to confirm that other Student Ambassadors are on other colleges. I'll call schools tomorrow and see what I can find. I'll inquire about 20/20, but the story needs to go public soon (should/can we put last year's audio "penetrate..." on the web?)\*

Philip Morris recruiters are returning to campus November 7 to hold screening interviews in the student center. A few days later, PM will have panel interviews.

-Leon

315-443-6707

P.S. Rooster Chewing tobacco is a UST product (last year UST had a nationwide advertising blitz in college newspapers across the country which included inserts for Rooster Chewing tobacco and offers for free samples)

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Get Your Private, Free E-mail from MSN Hotmail at <http://www.hotmail.com>.

Share information about yourself, create your own public profile at

10/06/2000

## DOCUMENT SUMMARY:

- \*Transcript of audiotape and videotape
- \*"Confidential" cover letter regarding Philip Morris recruiting (from <http://www.pmdocs.com>)
- \*"MBA Recruiting Talking Points/ Q&A" (May be related to cover letter)
- \*PM recruiting documents
- \*Student Handbook section on "Freedom of the Press"
- \*Protocol for Technical Fair and Fall Career Fair
- \*My letter to Kelley Bishop (with typos)
- \*Mr. Bishop's response
- \*My follow up letter
- \*A publication on the "dangers of tobacco" published by SU Recreation Services
- \*Fall Career Fair booklet cover (notice: "Open to all students") PM description. Map of recruiters
- \*Philip Morris handout from Money Magazine
- \*Territory Sales Manager Overview
- \*Summer Sales intern overview
- \*Cover of PM annual report
- \*PM flyer
- \*Cover of large PM tobacco leaf embossed brochure
- \*"Life Balance" brochure
- \*Spring '00 description of PM in book
- \*PM Spring Schedule
- \*PM flyer
- \*Flyer handed out by protesting students in Spring '00

*Note: 2 or 3 <sup>still</sup> photos <sup>were also taken</sup> ~~are being developed~~ of the PM booth.*

*I'm developing them now.*