

**Blum, Alan**

**From:** Blum, Alan  
**To:** Valdez, Roger  
**Cc:** sarasav@u.washington.edu  
**Subject:** RE: [Tobaccointerest] Fwd: Philip Morris at UW luncheon  
**Attachments:**

**Sent:** Thu 4/26/2007 7:16 PM

Hi, Roger and Sara.

Your student and you have an eagle eye, Sara. So Step One is done (ie, awareness that a Philip Morris event is on campus and dissemination of the notice to the individuals who might have the most interest in knowing this). Step Two, in my opinion, is to *plan*, but not to *do*. And what that basic plan should consist of is 1. getting a minimum of two students to attend the event, and 2. to get as much documentation of the event as possible, including photographs, recordings, and any and all hand-outs. Step Three is to study this information and establish a mechanism to document all tobacco industry relationships between the tobacco industry and UW, especially with the Center for Career Services. This cannot be done overnight or even over a single semester. Moreover, everything that is studied must be based what's on the public record, as opposed to, say, interviewing students about whether they have any knowledge or opinion of tobacco industry recruiters on campus. (That could constitute a concern that human subjects research protocols are being violated.)

Philip Morris' presence at a public university is perfectly legal. So is protesting Philip Morris' presence at a public university. But I guarantee 100% who will win in a showdown: Philip Morris. In a tangentially related case last year, the Supreme Court unanimously affirmed that even *private* universities must permit military recruiters and ROTC on campus if they are also receiving federal government funding. (The elitist private law schools that brought the suit ridiculously claimed that they wanted the military recruiters off their campuses because of the homophobic "don't ask, don't tell" policy.) What this means is that private schools can indeed still bar military recruiters from their campuses, but only if they also relinquish all federal funding. And private institutions can choose to bar tobacco industry recruiters from campus. But not public universities. This still doesn't mandate that Philip Morris (or the Nazi Party, for that matter) receive red carpet treatment or entree to students anywhere and everywhere on campus; rather, public universities could still choose to turn down the company's money and could restrict Philip Morris' presence to certain places at certain times.

The experience here at UA is that Philip Morris is one of a handful of most favorite companies of the career center, with special entree to the business school and communications school, as well as to various student groups and university boards. Even if the relationship might not be quite as strong at UW, UW is Philip Morris' sole campus target in the state. Thus, over the next year or so the most important thing anyone can *do* would be to gather the most detailed possible information. That would enable one to quantitate the number of exposures to students and faculty and to better define the nature of the overall relationship between PM and UW, including financially. Protesting or challenging the company's presence on campus before sufficient information has been gathered might still result in a flurry of attention and a brief debate, but Philip Morris will most assuredly win the support of the administration and will win the debate. It might even wind up in a strengthened position, since it will have weathered the sprinkle of protest and exposed the shallow depth of the opposition to its presence. Of course it is absurd for a campus to have a Tobacco Studies Program and a Philip Morris recruitment effort, but unless the populace is more enlightened than anywhere else (or unless someone has an in with an editorial writer for the Seattle Times or Post-Intelligencer), this irony won't get more than a blip on the radar screen.

To remind you of just how difficult it is to affect the status quo and to effect change, ever since I had the unfortunate experience of being removed from the career fair in 2006 merely for silently observing Philip Morris and RJ Reynolds recruit students (after my having quietly attended these career fairs for years), following which I wrote a commentary on PM's close relationship with UA for the Sunday Birmingham News, the only statewide daily newspaper in Alabama, the presence of Philip Morris is not only undiminished but possibly also bolder than ever. Just last week PM USA was one of four companies invited to the business school for a panel discussion on maintaining a positive corporate image in the community. You may recall that I attempted to recruit observers at a dozen of the 35 universities at which Philip Morris actively recruits (the number of university career fairs PM attends is actually much higher, but the company does focus on 35, including UW). Granted the spring semester recruiting season was partly over by the time I wrote, but I was only able to get colleagues at four different universities to attend PM-sponsored events. In one of these, the career center

director only permitted the observer (the head of the universities anti-smoking programs) to attend the career fair if she herself was accompanied by someone from the career office, and she was not permitted to talk to the PM people at their booth. In other words, the university looked out for the interests of Philip Morris. (Similarly, about five or six years ago, my son was tossed out of the Syracuse University career fair and threatened with disciplinary action after attempting to videotape the Philip Morris recruitment process; so I followed in his footsteps.)

I have submitted an abstract to the National Tobacco Conference in October on campus recruitment by the tobacco industry. It would be great if by that time we could identify several observers around the country, including UW, to compare notes and combine forces to create a plan for asking university boards and administrations, faculty senates, and student bodies (not to mention state legislatures) to ostracize and otherwise diminish the hospitality hitherto shown to tobacco companies on campus. But even that is highly unlikely to bear fruit. At my plenary session on the tobacco industry at the world conference last year, I devoted several minutes to giving the bad news about Philip Morris' stepping up of campus recruiting. I was pleased that several people commented on this during the rest of the conference, but that's as far as it has gone. Indeed, when I raised the issue of campus recruitment of college students at last year's shareholders meeting of Altria, the chairman boasted of how well they were doing in this regard.

Ironically, the former president of UW is a college classmate of mine. Ordinarily, I'm sure there'd be nothing to lose by writing to him to see if he'd open up about UW's ties to Philip Morris, but he's now president of Rutgers, which is another of the 35 key Philip Morris-connected universities.

As for taking out an ad in the school paper, well, it's an idea. But an ad to do what, exactly? Tell students they shouldn't interview with a cigarette company? Tell the university administration to kick the company out? (FYI, after I was removed from the career fair last year and the matter came to the attention of the faculty senate, a committee of the faculty senate voted not to say or do anything about tobacco company recruiters because this could jeopardize job placements for students. I kid you not. And, by the way, last year the student government association here was able to kill an expansion, to 30 feet, of the area around buildings where smoking is banned, even after the administration, faculty senate, and staff organization all OK'd it.) It might be of interest to describe in detail the spectrum of tobacco-UW connections. A decade or so ago, UW gained brief notoriety for having an RJ Reynolds Tobacco Company-funded physician-researcher in cardiology and nutrition, who published a paper in a major journal that somehow failed to include smoking as a coronary risk factor. My colleague Paul Fischer and I had a letter to the editor in the journal pointing this out. Then there's the matter of investment in tobacco stocks by the faculty pension plan and the university endowment, as well as tobacco industry donations to the university.

Etiquette dinners are a frequent activity on college campuses, and I believe that some are sponsored solely by Philip Morris (though it's much better for them, I should think, to be seen in the company of legitimate corporations). Also, before the career fair here in February Philip Morris took out three large ads in Marlboro red color in the campus newspaper, one of which I held up at the Senate hearing on the bill to regulate tobacco products by the FDA, as an example of the kind of advertisement that would not be covered by the bill.

I'd enjoy communicating and brainstorming more on this. It's a hot button issue for me, like tobacco sponsorship of the arts and cigarette sales in pharmacies. But like those others, it's an issue that somehow hasn't resonated with very many others. perhaps it's too sophisticated.

Thanks for forwarding the information. Please let me know if there's interest in taking the next step.

Sincerely,

Alan

Alan Blum, MD  
Professor and Endowed Chair in Family Medicine  
Director, The University of Alabama Center for the Study of Tobacco and Society  
26 Pinehurst Drive  
Tuscaloosa, Alabama 35401  
205-343-9678

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**From:** Valdez, Roger [mailto:Roger.Valdez@METROKC.GOV]  
**Sent:** Thu 4/26/2007 4:08 PM  
**To:** Sara E. Savage; tobacco interest  
**Cc:** Blum, Alan  
**Subject:** RE: [Tobaccointerest] Fwd: Philip Morris at UW luncheon

Hello Sara,

Alan Blum has been working on this issue and may have some input and feedback on what to do. Its unacceptable and definitely something should be done.

We can provide some resources and could support an ad in the paper but we probably need to move fast.

Let us know what ideas you get as well.

Roger--

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**From:** tobaccointerest-bounces@mailman1.u.washington.edu [mailto:tobaccointerest-bounces@mailman1.u.washington.edu] **On Behalf Of** Sara E. Savage  
**Sent:** Thursday, April 26, 2007 2:06 PM  
**To:** tobacco interest  
**Subject:** [Tobaccointerest] Fwd: Philip Morris at UW luncheon

This was sent to me by a student. Anyone inspired to do something?

Sara

Sara Savage, MPH  
Program Manager  
UW Tobacco Studies Program

<http://depts.washington.edu/tobacco/>

Begin forwarded message:

**From:** Mackenzie Melton <[mmelton@u.washington.edu](mailto:mmelton@u.washington.edu)>  
**Date:** April 24, 2007 3:20:22 PM PDT  
**To:** Abigail Halperin <[abigail@u.washington.edu](mailto:abigail@u.washington.edu)>, Sara Savage <[sarasav@u.washington.edu](mailto:sarasav@u.washington.edu)>  
**Subject:** [Fwd: [UWgradevents] Three Reminders]

This is rather disturbing...I received this email below today and noticed that one of the table hosts for the Etiquette dinner is Philip Morris USA. I also noticed a while back that Philip Morris was a recruiter at a UW job fair. I wonder what we could do to get Philip Morris out of the UW!

**From:** [uwgradevents@u.washington.edu](mailto:uwgradevents@u.washington.edu)  
**Date:** April 24, 2007 1:50:11 PM PDT  
**To:** <[uwgradevents@u.washington.edu](mailto:uwgradevents@u.washington.edu)>  
**Subject:** [UWgradevents] Three Reminders  
**Reply-To:** [uwgradevents@u.washington.edu](mailto:uwgradevents@u.washington.edu)

Grad Students,

Reminders about three events happening soon - Etiquette Dinner, Crash Course in Decision-Making workshop, and GPSS Spring Social. The full May calendar will be sent early next week. Please let me know if you have questions.

Briana K. Keller, Ph.D.  
Career Counselor  
Center for Career Services  
University of Washington - Seattle  
[kellerb@u.washington.edu](mailto:kellerb@u.washington.edu)

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### SPRING ETIQUETTE DINNER

Wednesday, May 9, 5:30-8 p.m. HUB East Ballroom  
\*Tickets on sale **Wed. April 25** at noon (see below)\*

Need to polish your dining and business etiquette skills? Then you don't want to miss the UW's Spring Etiquette Dinner on Wednesday, May 9 from 5:30 to 8 p.m. in the HUB East Ballroom. Over a four-course meal you will gain valuable information about the finer points of professional etiquette – like learning which forks to use and how to eat those "challenging" foods without embarrassing yourself!

#### Tickets:

Tickets are required and must be purchased in advance. They go on sale at **noon on Wednesday, April 25** at the Center for Career Services, 134 Mary Gates Hall. Cost for the four course meal is only \$12.

#### PLEASE NOTE:

- Tickets must be purchased in person and sales are limited to one ticket per person
- This event is open to current UW students only
- Only cash or checks will be accepted
- Tickets are non-refundable
- This event sells out quickly!!

#### Table Hosts:

The Spring Etiquette Dinner is made possible by the support of numerous local companies and organizations, which will be hosting tables. On a first-come, first served basis, you may sign up to be seated with a representative from one of the following companies or organizations at the time you purchase your ticket: Accenture, C.H. Robinson Worldwide, Inc., Electronic Evidence Discovery, Inc., Enterprise Rent-A-Car, First Investors Corp., Infosys, Philip Morris USA, Sciele Pharma Sales, Inc., Target Import Warehouse, Symetra, Washington State Auditor's Office, Weyerhaeuser, and more

The UW Spring Etiquette Dinner is presented by Student Activities and Union Facilities, the Center for Career Services and the UW Business School Sales Program.

Questions? Please contact the Center for Career Services at 206-543-0535.

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### CRASH COURSE IN DECISION-MAKING

Wednesday, May 2, 5:15-6:45, 401 Schmitz

Trying to pick a career path or make other important decisions? Struggling to choose between two or more good alternatives? Feel scared about making the "wrong" decision? Come learn about fears common to the decision-making process; recognize factors that may influence you as you make decisions; identify your personal style of making decisions; apply the basic steps of planful decision-making; and identify helpful resources. Co-facilitated with the Counseling Center. No registration required.

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**GRADUATE & PROFESSIONAL STUDENT SENATE  
SPRING SOCIAL**

Wednesday, May 2, 6:00-10:00, HUB Grand Ballroom

It's that time of year again. Come celebrate the end of the year with fellow graduate & professional students, faculty, staff, and administrators. This is a great chance to network with people from around the university community.

Enjoy free food, drinks, and live music!

Be sure to bring your UW ID and a photo ID.

[http://www.gpss.washington.edu/  
gpss@u.washington.edu](http://www.gpss.washington.edu/gpss@u.washington.edu)

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You can contact this list at: [uwgradevents@u.washington.edu](mailto:uwgradevents@u.washington.edu)

This closed list is comprised of UW graduate and professional students. The purpose of this list is to notify this population of career-related services. The list is managed by the UW Center for Career Services, 134 Mary Gates Hall. The site moderator/manager is Briana Keller.

If you wish to remove yourself from this list, you may unsubscribe at any time. Please see the unsubscribe fields at: <https://mailman1.u.washington.edu/mailman/listinfo/uwgradevents>