

# **Universities Exhibition Key**

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And

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Tuscaloosa, AL

## Outline

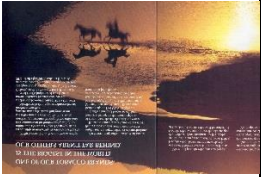







I: Sales Pitch (Recruitment activities)

II.

## Part 2: The Sales Pitch -- Tobacco Company Recruitment on College Campuses






	<p><b>An Evening with Philip Morris</b>          Manuscript          The University of Alabama          Brand: Philip Morris          Circa February 1-7, 2007 [estimate]</p>	
	<p><b>University of Alabama Career Center Career Fair Flier [Front]</b>          Manuscript          The University of Alabama          Brand: Philip Morris          Handed out at UA Career fair ca. 2007</p>	
	<p><b>University of Alabama Career Center Career Fair Flier [Back]</b>          Manuscript          The University of Alabama          Brand: Philip Morris          Handed out at UA Career fair ca. 2007</p>	
	<p><b>2007 Corporate Citizenship Panel</b>          Manuscript          The University of Alabama          Brand: Philip Morris, UA, Chik-Fil-A          ca. April 17, 2007</p>	
	<p><b>Can't Beat the Experience</b>          Artifact          Source?          Brand: Philip Morris          ca. 2007</p>	
	<p><b>Can't Beat the Experience</b>          Manuscript [7 pages]          Source?          Brand: Philip Morris          ca. 2007</p>	
	<p><b>Can't Beat the Experience</b>          Manuscript          Source?          Brand: Philip Morris          ca. 2007</p>	

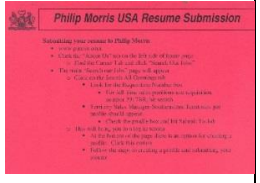
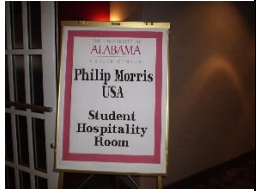

	<b>Can't Beat the Experience</b> Manuscript Source? Brand: Philip Morris ca. 2007	
	<b>Can't Beat the Experience</b> Manuscript Source? Brand: Philip Morris ca. 2007	
	<b>Can't Beat the Experience</b> Manuscript Source? Brand: Philip Morris ca. 2007	
	<b>Philip Morris USA Brochure</b> Artifact Source: Philip Morris ca. 2007 (detail of front cover)	
	<b>Philip Morris USA Brochure [22 pages]</b> Manuscript [22 pages] Source: Altria recruitment booth Philip Morris ca. 2007 (detail of front cover)	
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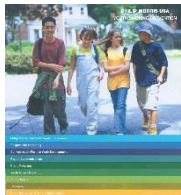
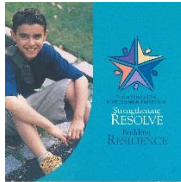
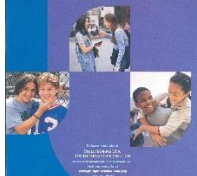








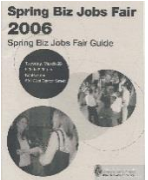




	<b>Territory Sales Manager – Southeastern Territories</b> Manuscript www.cantbeattheexperience.com Brands: Philip Morris Circa 2007	
	<b>Our Business is Tobacco Our Success is in Our People</b> Manuscript [2 Pages] Altria Booth Brands: Philip Morris USA Circa 2005-7	
	<b>Benefits</b> Manuscript [2 Pages] Altria Booth Brands: University of Alabama, Philip Morris Circa 2005-7	
	<b>Real Responsibility. Starting Day One.</b> Manuscript The Crimson White Brands: Philip Morris Ca. September 2007	
	<b>The Marlboro Journal of Medicine</b> Manuscript Crimson White Brand: Philip Morris 2007-09	
	<b>R.J. Reynolds Recruiting Booth</b> Photograph Leon Blum Brand: Camel, RJR Date? (ca. 2005, 2006?)	
	<b>Philip Morris USA (Brochure)</b> Manuscript (2 Pages) Philip Morris February 2005	
	<b>Philip Morris USA (Brochure)</b> Manuscript (2 Pages) Philip Morris February 2005	

	<b>UA and Philip Morris Career Center Resume Submission Guide</b> Manuscript [2 pages] UA Career Fair Brands: UA Career Center 2007	
	<b>UA and Philip Morris Career Center Resume Submission Guide</b> Manuscript [2 pages] UA Career Fair Brands: Philip Morris 2007	
	<b>Philip Morris Interest Card</b> Artifact Altria Booth Brand: Philip Morris 2007	
	<b>Philip Morris Carabiner Radio</b> Artifact Altria Booth Brand: Philip Morris 2007	
	<b>Philip Morris USA Student Hospitality Room</b> Photographs [2] University of Alabama Brand: Philip Morris, University of Alabama 2007	
	<b>Philip Morris USA Student Hospitality Room</b> Photographs [2] University of Alabama Brand: Philip Morris, University of Alabama 2007	
	<b>Sales Opportunities: Territory Sales Manager</b> Manuscript Philip Morris USA Brand: Philip Morris Date Unknown	







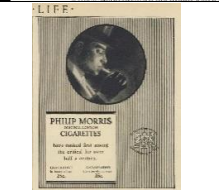




	<p><b>Philip Morris USA Campus Recruiting Calendar</b>  Manuscript  Philip Morris USA Website  Brands: Boston College, College of William and Mary, Florida A&amp;M, Howard University, Indiana University  Date Unknown</p>	
	<p><b>Philip Morris Competition for College Scholarships Now in Progress</b>  Manuscript  The Philip Morris Call News (vol.?, no. ?)  Brands: Philip Morris  Date Unknown</p>	
	<p><b>Record Number of Student Applicants for College Scholarships</b>  Manuscript  The Philip Morris Call News vol. 4, no. 15  Brands: Philip Morris  Date Unknown, after 1962</p>	
	<p><b>Scholarship Committee Selects Six for College Tuition Grants</b>  Manuscript  The Philip Morris Call News vol. 4, no. 15  Brands: Philip Morris  Date Unknown, after 1962</p>	
	<p><b>Company College Scholarship Plan Awards Six Keys to the Campus</b>  Manuscript  The Philip Morris Call News vol. 3, no. 3  Brands: Philip Morris  1962</p>	
	<p><b>Sales Rep Job Description</b>  Manuscript  Source Publication?  Brand: R.J. Reynolds  Date Unknown</p>	

	<p><b>Luckies Taste Better</b>  Manuscript  Source Publication?  Brand: Lucky Strike  Date Unknown</p>	
	<p><b>U.S. Colleges and Universities with Smokefree Air Policies</b>  Manuscript  American Nonsmoker's Rights Foundation  April 20, 2009</p>	
	<p><b>PM USA – Youth Smoking Prevention</b>  Manuscript [3 Pages]  Philip Morris USA  January 2001</p>	
	<p><b>PM USA – Youth Smoking Prevention</b>  Manuscript [3 Pages]  Philip Morris USA  January 2001</p>	
	<p><b>PM USA – Youth Smoking Prevention</b>  Manuscript [3 Pages]  Philip Morris USA  January 2001</p>	
	<p><b>U. of Michigan kicks Coke out</b>  Manuscript  The Atlanta Journal-Constitution  Brands: University of Michigan, Coca Cola  Dec. 30, 2005</p>	
	<p><b>Smoke-Free New England Campus Initiative</b>  Manuscript  Campus Firewatch  Brands: American Cancer Society  February 2002</p>	
	<p><b>More Colleges Banning Smoking</b>  Manuscript  USA Today  March 2-4, 2007</p>	

	<p><b>With Open Arms</b> Manuscript The Birmingham News Brands: Philip Morris, University of Alabama March 5, 2006</p>	
	<p><b>Watch Out! He's Got a Cigarette!</b> Manuscript The Crimson White <b>Date Unknown</b></p>	
	<p><b>Philip Morris USA – come see us</b> Manuscript University of Wisconsin-Madison School of Business Brands: Philip Morris 2006</p>	
	<p><b>Spring Biz Jobs Fair Brochure</b> Manuscript University of Wisconsin-Madison School of Business Brands: University of Wisconsin-Madison 2006</p>	
	<p><b>Spring Biz Jobs Fair</b> Manuscript University of Wisconsin-Madison School of Business Brands: Philip Morris 2006</p>	
	<p><b>Tobacco Company Donates \$25 Million to University</b> <b>Metadata to be added</b></p>	
	<p><b>Tobacco Use Among University of Minnesota Students</b> Manuscript University of Minnesota Boynton Health Service November 1999</p>	
	<p><b>Summit to Address Tobacco Use Among University Students</b> Manuscript The Minnesota Daily <b>Date Unknown, post-1992</b></p>	

	<b>VCU Holds Forum on Research Ties</b> Manuscript Richmond Times-Dispatch Brands: Philip Morris July 17, 2008	
	<b>University of Texas at Austin - Recruiting Business Card</b> Artifact Philip Morris USA Brands: Philip Morris Date Unknown	
	<b>Summer Sales Intern Overview</b> Manuscript Philip Morris USA, Inc. Brand: Philip Morris Date Unknown	
	<b>Camel's Money-Back Offer Still Open to College Smokers</b> Manuscript Source Publication? Brand: Camel, R.J. Reynolds Date	
	<b>Amherst-Bowdoin Game Official Program – Cover Variant 1</b> Manuscript Amherst Brand: Philip Morris October 9, 1948	
	<b>Amherst-Bowdoin Game Official Program – Cover Variant 2</b> Manuscript Amherst Brand: Philip Morris October 9, 1948	
	<b>Amherst-Bowdoin Game Official Program – Inside Ad Detail</b> Manuscript Amherst Brands: Chesterfield, NBC October 9, 1948	
	<b>Win a College Education for your Child*</b> Manuscript Source Publication? Brand: True Circa 1973	

	<p><b>Anti-Tobacco Advertisement: A Protest</b>  Manuscript  <i>The Review (The Stanford Review?)</i>  Date Unknown, post-1918</p>	
	<p><b>Should Stanford Discourage Smoking?</b>  Manuscript  Source Publication?  Date Unknown, post-1918</p>	
	<p><b>Philip Morris External Research Program Management Report</b>  Manuscript  <a href="https://drive.google.com/file/d/0Bz6ZZS2FGaLLNVd3QV9XNUF5aVE/view?usp=sharing">https://drive.google.com/file/d/0Bz6ZZS2FGaLLNVd3QV9XNUF5aVE/view?usp=sharing</a>  Philip Morris USA Inc. , Boston University Medical School  December 1, 2004; various dates in 2008</p>	<p>No Image</p>
	<p><b>Cigarette Companies Go to College</b>  Manuscript  <i>The New York State Journal of Medicine</i></p>	
	<p><b>Colleges Must Eliminate Tobacco Stocks from their Portfolios</b>  Manuscript  <a href="https://drive.google.com/file/d/0Bz6ZZS2FGaLLM0xNajFmLVNsWmc/view?usp=sharing">https://drive.google.com/file/d/0Bz6ZZS2FGaLLM0xNajFmLVNsWmc/view?usp=sharing</a>  <i>Chronicle of Higher Education</i>; 37 (7)  1990</p>	<p>No Image</p>
	<p><b>Smoke-Free New England Campus Initiative</b>  Manuscript  American Cancer Society  Date Unknown, presumed post-1990</p>	
	<p><b>We Dare Them All!</b>  Manuscript? Artifact?  Source / Affiliated University  Brand: Philip Morris  1950</p>	

	<b>Campus-wide Smoking Ban not Realistic for UA</b> Manuscript The Crimson White Brand: The University of Alabama (?) February 16, 2012	
	<b>Bonner's Behavior Similar to Rowling's Dolores Umbridge</b> Manuscript <i>The Crimson White</i> Brand: The University of Alabama (?) February 28, 2013	
	<b>Smoke-Free New England Campus Initiative</b>	
	<b>Philip Morris Original London Cigarettes Ad</b> Manuscript LIFE Magazine Brand: Philip Morris Date	
	<b>Altria Tumbler</b> Artifact Altria Booth, UA Career Fair Brand: Altria 2016	
	<b>Altria Umbrella</b> Artifact Altria Booth, UA Career Fair Brand: Altria 2016	
	<b>Altria Sunglasses</b> Artifact Altria Booth, UA Career Fair Brand: Altria 2016	
	<b>Mag-Lite Solitaire</b> Artifact Altria Booth, UA Career Fair Brand: Altria 2016	



	<p><b>NHRA College Days Ad</b>  Manuscript  (Source newspaper?)  Brands: Winston, NHRA Drag Racing  Date</p>	
	<p><b>UA Should Pass Ban on Outdoor Smoking</b>  Manuscript  <i>The Tuscaloosa News</i>  Brands: ?  November 23, 2006</p>	
	<p><b>Old Golds Harvard University Book Jacket</b>  Artifact  Harvard University  Brands: Old Golds  Circa 1947</p>	
	<p><b>Old Golds Boston University Book Jacket</b>  Artifact  Boston University  Brands: Old Golds  Circa 1947</p>	
	<p><b>DOC Efforts Spark Major Universities to Divest Tobacco Holdings</b>  Manuscript  <i>DOC News and Views</i>  Brands: Benson and Hedges, AMA, Philip Morris, Harvard  1991</p>	
	<p><b>Calculating the Tobacco Taint</b>  Manuscript  Inside Higher Ed  Brands: University of Virginia, Philip Morris USA  February 15, 2007</p>	
	<p><b>Real Responsibility Starting Day One 2012</b>  Manuscript  <i>The Crimson White</i>  Brands: Philip Morris / Altria  October 31, 2012</p>	