

August 14, 1990
To: R.R. Fitzpatrick
Public Affairs TN-02

From: M.X. Chanak
Peridex PDD
2E21 SWTC HB

Re: Scope/Pepto Brand Sponsorship of "A Day in Eden"

This memo summarizes our recent conversations regarding the Pepto and Scope Brand sponsorship of this years "A Day in Eden" event on August 11, 1990. Additionally, I ask for your support and agreement that no Company monies are expended in the future to any organization that has a stated policy of discrimination against any individual or organization in the community.

Background: The Greater Cincinnati Gay & Lesbian Coalition is a not-for-profit organization (chartered in the State of Ohio and recognized as a tax exempt organization by the IRS) whose primary purpose is educational. I am both Media Chair and Treasurer for this 21 member umbrella organization. In March of this year, our organization applied to have a booth at "A Day in Eden." We were rejected after the registration deadline had passed. Even though "A Day in Eden" modified their policies of admission after our group was rejected, our organization felt that we still fit their "new" definition of a cultural organization. We contended we were as much a cultural organization as a number of groups they allowed to participate (a community radio station, a community cable television group, a theatre group, a number of organizations for physical challenge etc.) I believe that homophobia, not a concern about "politicizing the event" was the primary factor in the rejection of the GCLC. You find enclosed a copy of the Cincinnati Enquirer story. Also, WEBN-FM covered the same story on its station August 10 and 11, 1990.

Concerns: I see two primary business issues as an employee of Procter:

- 1) The association of the name Procter & Gamble or any of its Brands with discrimination or negative publicity does not serve our stated goals supporting Corporate Diversity, nor does it serve the quality image Procter & Gamble has earned in regard to its relations with minority employees.
- 2) The support of the Scope and Pepto Brand for the "A Day in Eden" is inconsistent with the market strategy of another Procter Brand: Peridex. This Brand is currently conducting clinical studies to prove Peridex' efficacy for prevention/prophylaxis of oral candidiasis in persons with AIDS. As part of our business interest in this area, we are now working with AIDS support organizations, the gay press (see enclosure), and consulted with at least two gay individuals on issues associated with the gay and lesbian community.

Recommendation: Until such time that Procter & Gamble or any of its Brands have solid proof that "A Day in Eden" has changed its discriminatory practices no money or support of any kind should be given this organization.

I appreciate your concern regarding this topic. Please call me if you should have any further questions regarding this topic or any general gay/lesbian issue.


Mike Chanak
626-3965

Enclosures: Cincinnati Enquirer 7-21-90 on "A Day in Eden"
The Gay Beat 7-1-90 on "OSU to Test Anti-Thrush Rinse"

cc: A.C. Lanzalaco, P.S. Pernik, M.D. Manhart, J. Hagler, W.F. Landrigan, B. Cusack, L. Battle, L.G. Henlsey, R.F. Blow, K.L. Fleming, J. Brown, D.R. VanDeVelde, K. Holstein, N.R. Welty

LOCAL/REGIONAL

In brief

HAMILTON COUNTY

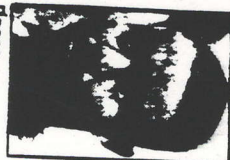
Two plead innocent in immigrant's death

The two teens charged Tuesday with the beating death of a Soviet immigrant at Music Hall have pleaded innocent.

They are being held without bond and are awaiting preliminary hearings.

Nathaniel Reece, 16, pleaded innocent against murder charges in Municipal Court Tuesday. A 16-year-old, he is not being held by the county.

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End youth faces assault, murder counts

A 17-year-old West End youth is charged with murder and two counts of assault in two separate shootings this week.

The juvenile, who is not being named by the Enquirer, is being held without bond in the Juvenile Court authorities.

He is charged with the fatal shooting of a man, 25, of the 700 block of East Mill Street. Mills died early Tuesday at University Hospital. The shooting occurred Wednesday in a yard behind 718-720 Wayne St., at Auburn.

The youth also is charged with shooting a man, 19, on Tuesday. Moore is charged with two gunshot wounds to the chest and arm at University Hospital. Also shot, but not seriously, was a man, 17, Moore and Sally are charged with the West End. The juvenile is scheduled to appear in court Tuesday.

Rejection of booth angers homosexual group

Day in Eden calls coalition political

BY DAVID K. HOFMEISTER
The Cincinnati Enquirer

A Day in Eden, the city's annual celebration of food, music and neighborhood spirit, might serve up controversy this year, compliments of the Greater Cincinnati Gay/Lesbian Coalition.

The coalition's board of directors is upset with festival organizers, who rejected their application to set up an informational booth at the Aug. 11 event.

In a statement, the coalition said the decision was "discriminatory and homophobic." The group's executive committee is urging gays to attend the festival "adorned in as much gay and lesbian paraphernalia as possible (buttons, T-shirts, signs, banners, etc.)... for the

purpose of causing discomfort" for the festival organizers.

John Maddux, the coalition president, said Friday that the group had "no intention of disrupting the festival or causing trouble. We just want to make our presence known."

Protest idea rejected

He said the group considered calling for an organized demonstration at the festival, but chose a low-key approach instead. He said the group would emphasize education and exposure, not confrontation.

Maddux declined to estimate how many group members and sympathizers would attend.

Bill Landrigan, chairman of the festival's board of trustees, denied Friday that excluding the coalition was discriminatory. He said he regretted any hard feelings that have resulted, but said the gay coalition and several other groups that were rejected didn't fit "the overall purpose of what

we want A Day in Eden to be."

Landrigan said the festival began inviting certain non-profit groups about three years ago. Those groups, however, must be cultural organizations, groups related to city services, or groups that the board finds "consistent with the articles of the Day in Eden charter."

Those articles, which define the festival's goals, stipulate that the event should "provide the public with a means to celebrate the quality of life in Cincinnati" and should "promote neighborhood cooperation and understanding."

Maddux said the coalition's goals were consistent with these articles and that his group should be welcome.

Too political

Maddux said festival officials told him the application was denied because "they perceive us as a political organization," and that accepting the group would force the festival to accept other activist groups

as well.

Landrigan said groups such as abortion-rights advocates, anti-abortion, or political activists likely would be unacceptable to the board.

"We're not trying to create controversy," Landrigan said, but these groups "wouldn't help Day in Eden."

Landrigan said the festival board has invited the coalition to work with it for next year's event. Coalition leaders have accepted the invitation, but Maddux said no representative has been nominated.

As for the coalition's intent to attend the event and pass out literature, Landrigan said, "That's their right... they're welcome at the park."

An estimated 50,000 to 70,000 people are expected to attend A Day in Eden. About 50 booths manned by 40 neighborhood groups are planned this year. The festival runs from noon to 9 p.m., and admission is free.

FBI investigates handling of case

Slain woman's family ask questions

THE ASSOCIATED PRESS

PIKEVILLE, Ky. — An FBI special investigations team questioned relatives of the late Susan Danielle Smith Friday about the bureau's initial probe of the woman's disappearance.

Former FBI special agent Mark Putnam confessed to strangling Smith on June 8, 1989, during a bitter quarrel over her expected child. Putnam received 16 years in prison under a controversial plea agreement.

Smith's sister and brother, Shelby Ward and Billy Joe Daniels, talked with agents in the FBI's Pikeville office for more than two hours Friday.

messing around," Ward said.

Ward has said she was treated badly by Huie when she called in June, 1989, requesting help finding her sister. Smith was an FBI informant and was staying with Putnam at a Pikeville motel when she disappeared.

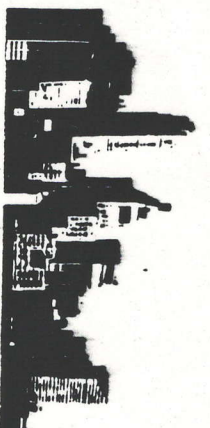
According to Ward, Huie "just didn't want to hear it, that Mark could have done something to my sister."

Ward said she was questioned by three special agents; all declined to comment.

The FBI launched an intensive investigation in May after other suspects were ruled out in



**Cincinnati Town Meeting to Push
for Gay Rights Ordinance, p. 9**



GAYBLOAT

\$125

Vol. 6 No. 5

Ohio's Gay Newspaper

July 1990

OSU to Test Anti-Thrush Rinse

CINCINNATI—Procter and Gamble's prescription mouthwash, Peridex, is being tested in Columbus to see whether it also prevents or delays oral candidiasis, known as thrush, in people with AIDS (PWAs).

The Food and Drug Administration has approved Peridex for phase 3 efficacy trials at OSU Hospitals in Columbus and at other sites in San Francisco, Los Angeles and Houston.

In a statement, P&G said that "PWAs are at a high risk of developing opportunistic infections in the mouth, par-

ticularly as their T4 lymphocyte count decreases. Most prevalent of these infections is oral candidiasis, which if left untreated can frequently render PWAs unable to eat or take oral medication and thus may lead to more serious medical complications."

PWAs will be recruited for the trials in Columbus within two months, a staffer at OSU's University Hospital Clinic told Gaybeet. Dr. Michael Para is the investigator there. PWAs wishing more information about the Columbus study should call Judy Neidig, R.N. at (614) 293-8112.++

Printed on p4

August 22, 1990

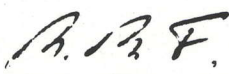
Mr. M. X. Chanak

Subject: COMPANY AND BRAND SPONSORSHIPS

In response to your recent note concerning the "A Day in Eden" situation I just wanted to confirm a couple of points:

1. The Public Affairs Division, which administers the Procter & Gamble Fund and some small Company contributions accounts, would never knowingly contribute to anything which discriminates in any way against any group or person for any reason whatsoever.
2. We know of no central group which monitors individual brand sponsorships either for effectiveness or for public relations considerations. These matters are left to the discretion of those who manage the brands.

With regard to the Cincinnati "A Day in Eden" event the Fund and the Company provided no financial support whatsoever. You are familiar with the fact that the Volunteer Support Center, prior to the development of controversy, put "A Day in Eden" on its list of volunteer opportunities. As a matter of policy we do not list controversial activities or groups. We have flagged this for next year and will not list "A Day in Eden" unless the controversy is resolved.


R. R. Fitzpatrick

RRF002/kat

cc: P. F. Wieting
P. S. Long
W. F. Landrigan
B. Cusack
R. F. Blow