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a Better Future Now”**

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Tobacco Settlement Excludes Black Media

WASHINGTON (NNPA) – The U.S. Justice Department and the Tobacco-Free Kids Action Fund have reached an agreement with the four major tobacco companies that requires them to spend more than \$30 million advertising with the three major television networks and run full-page ads in 35 White and Hispanic newspapers as well as purchasing space on their respective websites but not make a single purchase from a Black print or broadcast media company.

The 24-page proposed consent agreement, reached Friday, was scheduled to go before U.S. District Judge Gladys Kessler in the U.S. District Court for the District of Columbia on Wednesday, Jan. 15, for final approval. The proceeding has been rescheduled for Jan. 22.

“We are shocked and deeply disappointed that the Justice Department, the Tobacco-Free Action Fund and the tobacco industry would all agree to sign off an advertising plan that totally disrespects the Black community,” said Cloves C. Campbell, chairman of the National Newspaper Publishers Association, a federation of nearly 200 Black newspapers. “The industry’s past efforts to target African-American consumers have been thoroughly documented. It is sad that an industry that sought to exploit our community with a product that is harmful to our health now seeks to further devalue African-Americans by

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ignoring the Black media when it is being forced to atone what a federal judge determined was a deliberate effort to deceive the American public.”

It is ironic that the tobacco industry is
bypassing Black media while
complying with a federal order to
disclose its deception when in the past
it used the Black media to target
African-American consumers

Peter S. Hamm, director of communications for the Tobacco-Free Kids Action, said on Monday that the media outlets were selected by Judge Kessler and disclosed in an order issued Aug. 17, 2006. Hamm said he did not know how she determined what media outlets would be utilized to carry the newspaper ads and television commercials.

The story of the agreement was first disclosed by Target Market

News, published by Ken Smikle. The Chicago-based publication said an advertising source placed the value of the total buy at \$30 million to \$45 million.

The advertising campaign, which won’t go into effect until all appeals have been exhausted by the tobacco companies, was agreed to as part of a settlement that found tobacco companies mislead the public about the dangers of smoking. The four defendants are: Altria, R.J. Reynolds Tobacco, Lorillard and

these Defendants, that survives, and profits, from selling a highly addictive product which causes diseases that lead to a staggering number of deaths per year, an immeasurable amount of human suffering and economic loss, and a profound burden on our national health care system. Defendants have known these facts for at least 50 years or more. Despite that knowledge, they have consistently, repeatedly, and with enormous skill and sophistication, denied these facts to the public, to the Government, and to the public health community... In short, Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.”

The judge prohibited the companies from committing similar acts going forward and ordered them to make “corrective statements” about the lies they had told about the dangers of smoking.

Kessler’s ruling was unanimously upheld March 22, 2009 by a three-judge panel of the U.S. Court of Appeals for the District of Columbia. On June 28, 2010, the U.S. Supreme Court declined to accept an appeal.

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online at www.theskanner.com



The GOP’s Curse of the ‘Golden Boys’

NNPA COLUMNIST

Lee A. Daniels

his sudden troubles underscore.

That is that Chris Christie is just the latest of a select group of Republican elected officials who were briefly widely celebrated as possessing presidential star power – before being quickly damaged by a controversy almost completely of their own making.

For example, consider that in 2006 Virginia Senator George F. Allen’s re-election campaign was seen as an easy stepping-stone to the 2008 GOP presidential nomi-

brighest national prospects, only to have blatant ethical improprieties soon muddy his “Mr. Clean” image. As he left office this month, many expect a federal corruption indictment to soon follow.

There are several others I’d also include in this group: Texas Gov. Rick Perry, supposedly destined for a prominent role in the 2012 presidential sweepstakes until his laughable performance in a primary debate marked him as not ready for prime time. The Romney-Ryan 2012 ticket itself, which, starting with the Republican National Convention, did its “best” to destroy its seeming advantages over President Obama.

It’s too early to plan Chris Christie’s political obituary

nation – until Allen at a campaign rally tried to humiliate a young Indian-American Democratic campaign worker filming him with a video camera by calling him “macaca.”

In the ensuing controversy Allen could never adequately explain why that strange word wasn’t meant as an ethnic slur, or explain away his long history of privately expressing support for the Confederacy that the media then discovered. His campaign rapidly sank.

And consider the stunning fall of Virginia Gov. Bob McDonnell, who took office four years ago marked as one of the GOP’s

And, yes, I’d also include the McCain-Palin ticket of 2008. She was supposed to be the “golden one” in that duo – until she quickly proved herself the most unqualified nominee on any national ticket in the history of the Republic.

The only comparable “golden-boy” phenomenon at the top of the Democratic Party was the tawdry adultery scandal that enveloped former North Carolina Senator John Edwards. But that came to light after Edward’s once-blazing political prospects had already dimmed considerably in the 2008

presidential primary.

Further, this “flawed golden boy” dynamic at the top of the GOP has been mirrored during the last four years among nearly half a dozen Tea Party insurgents who defeated establishment Republican officeholders in primary battles but whose political extremism ultimately cost the GOP seats in the House and Senate.

What this series of a self-inflicted sabotaging of the Party’s prospects suggests, as does other evidence, is that as the GOP has become more and more extreme, it’s lost more and more of the organizational discipline of a traditional American political party. Those – for example, today’s Democratic Party—have always been coalitions of significantly diverse political interest groups that by the very nature of party politics accepted the necessity of compromise.

But a substantial segment of conservative extremists within today’s GOP – the Tea Party faction – rejects the idea of compromise, even with their less ideological GOP confederates.

The last two presidential elections have shown that’s not a road leading to the White House. Which strongly suggests that the GOP itself does not have a golden future.

Lee A. Daniels is a longtime journalist based in New York City. His latest book is Last Chance: The Political Threat to Black America.