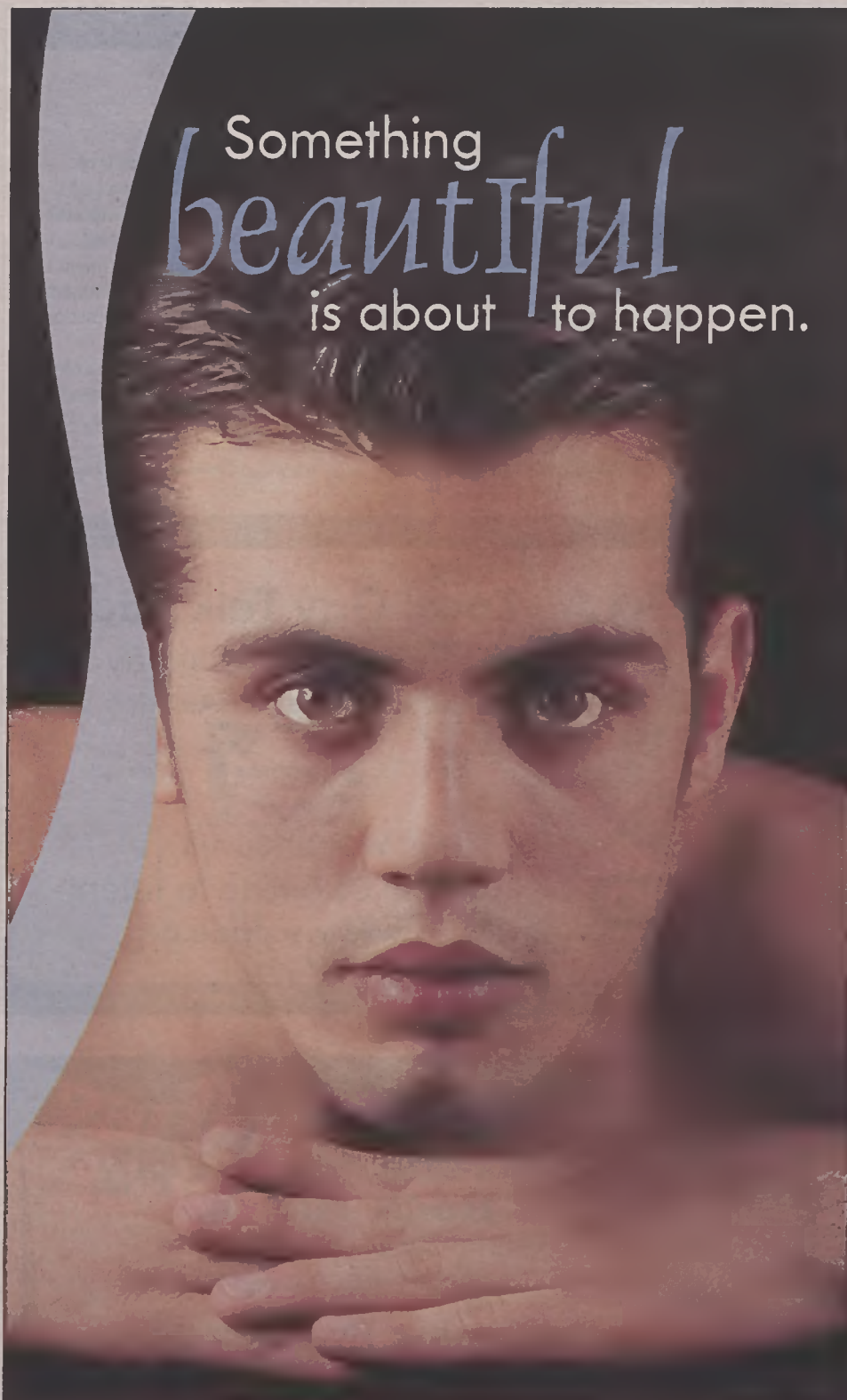


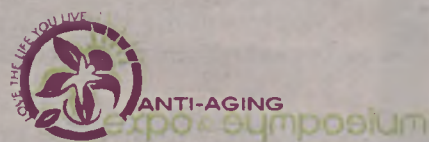
Something
beautIful
is about to happen.



Liposuction, Ab Sculpting Chin & Face Lift, BOTOX® & Injections

Visit our booth at the **Charlotte Anti-Aging Expo & Symposium**
Saturday, March 28 at The Park (formerly Charlotte Merchandise Mart)

Call our office to receive a
complimentary
admission ticket
(\$15 value) while supplies last.
704.947.3331



David J. Nowicky, MD, FACS
DrNowicky.com

NORTH MECKLENBURG
PLASTIC SURGERY

FEATURE

stamp of approval

**Gay researcher calls out HRC
for giving perfect score to
R.J. Reynolds Tobacco Co.
corporate parent**

by Matt Comer . Q-Notes staff . inDepth

Public high schools; libraries and museums; public and private colleges and universities; hospitals; foundations and charities — the list of beneficiaries of the legacy of R.J. Reynolds, his family and the Winston-Salem tobacco company he founded more than a century ago is long and valuable — perhaps endless.

There is hardly a Carolina soul who will debate the positive, economic influence

amounts of harm tobacco use causes in North Carolina and to the LGBT community.”

In a late February letter sent to the Human Rights Campaign — copied to *Q-Notes* and others — Lee outlined his argument for reducing Reynolds’ CEI score.

“While it is perfectly legitimate to report on the workplace policies of the tobacco industry,” Lee wrote to HRC, “I believe you may have overlooked the evidence on corpo-

rate responsibility and inadvertently and incorrectly given a perfect score to Reynolds American Tobacco (sic).”

Released annually, the CEI ranks Fortune 500 companies, and others, according to the LGBT-friendliness of corporate policies and practices. Scoring criteria in the “corporate responsibility” section of the CEI requires that a company must exhibit “responsible behavior toward the LGBT community,” and show that it “does not engage in action that would undermine LGBT equality.” Fifteen points are deducted from the scores of corporations found to be engaging in harmful anti-LGBT activity.

Lee said that Reynolds American, and other companies, have exhibited poor corporate responsibility toward their LGBT customers. In his letter, Lee said



An anti-smoking campaign targeted to LGBT San Franciscans by SF Pride.

Reynolds and other Tobacco Road tycoons had on this state, its people or its society and government. But one openly gay researcher at the Tar Heel State’s premier “public ivy” isn’t convinced that Reynolds American, the tobacco company’s corporate parent, is deserving of all the praise it’s been getting from the Human Rights Campaign, the nation’s largest LGBT advocacy organization.

Joseph Lee, a social research specialist in the University of North Carolina-Chapel Hill Department of Family Medicine’s Tobacco Prevention and Evaluation Program, says that Reynolds American shouldn’t have received a perfect 100 score in the 2009 HRC Corporate Equality Index (CEI).

“Being from Madison County, I am not denying the long heritage of tobacco in North Carolina,” Lee told *Q-Notes* in an interview via email. “But, today, we cannot deny the huge



that the company has shown “irresponsible and cynical behavior” toward LGBT people through its marketing of a “product ... directly and unequivocally linked to death and disability.” Lee says that Reynolds American’s actions have created a “health inequality” and that “disproportionate numbers of lesbian women and gay men smoke and suffer from the resulting death and disability.”

Lee contended that his main opposition to Reynolds’ perfect 100 score stems from evidence of the company’s history of marketing has increased tobacco use among LGBT peo-