



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1978

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Maker of Winston, Salem Cigarettes Conducts Full Minority Program

[[column 1]]

R.J. Reynolds, producer of Winston, Salem, More, and other well-known cigarettes, conducts one of the most active affairs programs in the United States.

Full-fledged programs in the areas of jobs, community activities, relations with minority business, and educational support and scholarships—all are major parts of R.J. Reynolds' minority activities.

In terms of employment, for example, more than 20 percent of R.J. Reynolds Industries' nationwide work force of 21,000 is comprised of minority employees.

Reynolds Industries, which recorded 1976 sales of \$5.75 billion, has ongoing job opportunities available not only in its cigarette and tobacco business, but in containerized shipping, international petroleum, foods and beverages, and aluminum products and packaging, as well. Minorities are filling key positions for R.J. Reynolds in each of these businesses.

The Company's various subsidiaries also are at the forefront of the nation's corporations in seeking out and developing minority businesses as sources of supply. RJR annually purchases packaging, industrial equipment, and scores of different services from a long list of minority suppliers from California to New York.

In addition, purchasing managers from R.J. Reynolds are among the leaders in the National Minority Purchasing Council and are frequent attenders of minority trade fairs and conventions.

Realizing that the caliber of minority employees and suppliers can only be as good as the schooling they receive

[[/column 1]]

in preparation, R.J. Reynolds stands as a leading contributor to minority higher education.

More than \$1 million has been spent by the Company for the creation of a scholastic achievement program at Winston-Salem State University, and more than \$500,000 has been donated by RJR to the United Negro College Fund.

R.J. Reynolds has given countless scholarships and gifts to otehr individual universities, as well.

One educational program that RJR has pioneered has been the creation of more than \$100,000 in minority journalism scholarships, offered in alliance with the National Newspaper Publishers Association (NNPA). For its part, the NNPA recently presented the Company with a commemorative plaque recognizing RJR as the first corporation in the U.S. to give scholarship support to minority journalism students.

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RJR stands out in minority activities with close participation in community affairs, through both national and local programs. The Company's More cigarettes are a regular participant in the annual Ebony Fashion Fair. This coming year, More will assist the Ebony Fashion Fair in making appearances in more than 250 cities from coast to coast—and always in the cause of charity.

On a government level, RJR has representatives—the largest tobacco sales force in the nation—make it a point to become closely involved with their own communities. Besides marketing Winston, Salem and other RJR cigarettes, RJR field reps are constantly seeking targeted benefits, school leagues, club projects and the like.

Making an ad proposal to the Salem based management team is Charles Sharp (middle), assistant brand manager with R.J. Reynolds Tobacco Co.



RJR rounds out its minority activities with close participation in community affairs, through both national and local programs. The Company's More cigarettes are a regular participant in the noted Ebony Fashion Fair. This coming year, More will assist the Ebony Fashion Fair in making appearances in more than 150 cities from coast to coast--and always in the cause of charity.

On a grassroots level, RJR field representatives--the largest tobacco sales force in the nation--make it a point to become heavily involved with their own communities. Besides marketing Winston, Salem and other RJR cigarettes, RJR field reps are constantly assisting hospital benefits, baseball leagues, club projects and the like.
[[/column 2]]

[[image]]
[[caption]]Making an ad proposal to the Salem brand management team is Charles Sharp (middle), assistant brand manager with R.J. Reynolds Tobacco Co. [[/caption]]

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[[end page]]

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