

CATHIE BLACK'S COVER-UP

From Hearst to Worst, She Defends Killer Coke

Media executive Cathleen P. Black, author of *Basic Black*, is probably best known as president of Hearst Magazines since 1995 — but her connections with another corporate colossus, The Coca-Cola Company, go back even further.

In nearly 15 years on Coke's Board of Directors, Ms. Black has been completely silent about the well-documented ties between Coke, its Colombian "bottling partners" and terrorist thugs whose stated goal is to destroy the labor union SINALTRAINAL.

Lawsuits filed in 2001 and 2006 charge that Coke "contracted with or otherwise directed paramilitary security forces that utilized extreme violence" and helped facilitate the murders of **Isidro Gil** and **Adolfo de Jesus Munera**. At least five other workers have been killed and hundreds more tortured, kidnapped, unlawfully detained or intimidated since Ms. Black joined the Coke board.

"Obviously you don't want to break the law in the course of doing your job," Ms. Black writes

in her bestseller. "But acting ethically at work goes beyond that. It's making decisions based on something more than making money, expanding a product or advancing your career."



CASUALTIES OF KILLER COKE



Is there a contradiction between these high-minded words and Cathie Black's actions as a corporate policymaker? After raking in millions for herself and chairing a compensation committee that doles out hundreds of millions more to CEO E. Neville Isdell and other Coke executives, does she ever ask herself how and why Coke tolerates and encourages human rights violations, shameless exploitation, environmental destruction and shady marketing practices all over the world?

College students, union members, religious and environmental activists, socially responsible investors and just plain shoppers are shunning "The Real Thing" until Cathie Black and her boardroom buddies (including Barry Diller, Peter Ueberroth, former Sen. Sam Nunn

and Herbert Allen) decide to do the *right* thing. Coke's crimes are the problem — we urge you to be part of the solution.

FOR MORE INFORMATION, PLEASE CONTACT

CAMPAIGN TO STOP *Killer Coke*

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