



The Marlboro Man is “the ultimate stud,”
“orally fixated (positive),” and “maybe a
great one-nighter.”

This is from a 1994 tobacco company-sponsored report on reaching the gay market. A report from another tobacco company detailed marketing specifically to gays and homeless people. The report was called Project Sub-Culture Urban Marketing. Also known as Project SCUM. Was that just a harmless acronym? For more information, visit www.projectscum.org.



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