

CATHIE BLACK'S FULLY-LOADED MAGAZINE

# COLASWALLOWIN'

WHY IS  
**CATHIE BLACK**  
IN BED WITH  
**KILLER  
COKE?**

**25 Sexiest  
Paramilitary  
Thugs**

**DIRTY DANCING**  
with Coke CEO  
**DOUG DAFT**

Find  
your  
**GREED  
SPOT**

**Cocaine,  
Caffeine,  
Murder,  
Whatever...**

**DIET CHOKE:**  
Let Empty  
Calories  
Shape Your  
Bottom  
Line



# CATHIE BLACK'S COVER-UP

## From Hearst to Worst, She Defends Killer Coke

Cathleen P. Black is a world-class media executive. Formerly the publisher of *USA Today* and *New York*, she has been president of Hearst Magazines (including *Cosmopolitan* and *CosmoGirl!*) since 1995.

Industry observers applaud her for “meeting challenges head-on” and “heading off problems before they become big.” But in her policymaking role at The Coca-Cola Company, she has been anything but a problem-solver. Problem-*sidestepper* is more like it!

Since joining Coke's Board of Directors in 1993, Ms. Black has ignored the well-documented ties between Coke, its Colombian “bottling partners” and bands of paramilitary thugs who seek to destroy the union that represents bottling plant workers. During Ms. Black's tenure, seven Coca-Cola workers have been killed and dozens more tortured, kidnapped or illegally detained.

For example, on Dec. 5, 1996, union negotiator Isidro Gil was killed when the paramilitaries invaded his workplace and fired 10 bullets into him. A second union leader, Luis Cardona, was kidnapped but later escaped. That night, the building that housed the union was set ablaze.

The next day, paramilitaries returned to the plant, called the workers together and told them to quit the union or they too would die. “They marched the workers into the management office where union resignation forms awaited them to be signed,” said Luis Cardona.

In July 2001, the International Labor Rights Fund and the United Steelworkers of America filed the first of several lawsuits on behalf of union members and the family of Isidro Gil. The lawsuits charge that Coke “contracted with or otherwise directed paramilitary security forces that utilize extreme violence” in Colombia.

This year, when a delegation headed by New York City Councilmember Hiram Monserrate went to Colombia to investigate allegations against Coke, a company representative admitted that persons employed by the company *may have* collaborated with paramilitaries. “Despite employees' deaths and repeated allegations of violence... company officials said they have *never* undertaken any internal or external investigations,” the group reported.

Cathleen Black and her boardroom buddies (including Warren Buffett, Barry Diller and Coke CEO Doug Daft) could easily help the Colombian workers obtain safety on the job and some measure of justice. After 11 years at the pinnacle of the company that spends billions promoting its products as “The Real Thing,” when will she finally do the *right* thing?



**FOR MORE INFORMATION, PLEASE CONTACT**

**CAMPAIGN TO STOP** *Killer Coke*

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