

## GENERAL ACTIVITIES

. Provided extensive background materials for use in the House and Senate hearings. Preparation began on crash basis in early February with extensive research of files of Council for Tobacco Research and Hill and Knowlton. Two sets of basic materials were produced initially:

1. All relevant statements of about 40 possible hostile witnesses.
2. Background memorandums covering 19 major areas, including the statistics, the effectiveness of labeling and advertising warnings, admissions of ignorance expressed with regard to major diseases, involvement of other factors, "thought control," "number manipulation," facts about the Italian advertising ban, the proper role of government, etc.

These materials were used throughout the hearings by Hill and Knowlton and ad hoc representatives to provide guidance in lines of questioning, speeches, statements, etc. (Three Hill and Knowlton staff members worked almost full time on this assignment for several months, starting in February, and continuing through the hearings, including extensive night work during the period of the hearings. Three New York staff members and a secretary were brought to Washington for the hearings, and the Hill and Knowlton Washington office staff was also utilized extensively. See also press relations section for discussion of press activity during the hearings.)

. Prepared 25-pages of "position papers" for use by Dr. Welch and TI field representatives in state legislative situations. There are 12 sections, specifying positions on, for example, "Why a state labeling law is unnecessary," "advertising restrictions," "the industry's support of research," "how the industry has acted through research and the advertising code." (About three weeks of staff time in preparing, getting suggestions, etc.)

. Adapted state legislative material for use in specific state situations. Several of these were prepared during the Congressional hearings in Washington. (Several weeks of staff time.)

. Developed and maintained economic fact sheets for possible use in state situations.

. Worked with the Tobacco Tax Council and Committee Against Unjust Cigarette Taxes in New York State tax situation. This included help in campaign planning, preparing speeches, news releases, letters, posters, signs, stickers, etc. (About six weeks of staff time.)

. Developed and maintained a personal relationship with top officers and some directors of a state division of the A.C.S. whose leadership is concerned about the increasing anti-smoking expenditures and efforts of the national office. This group is forming a nucleus of similar-minded division officers in other states, chiefly in tobacco growing areas. Two-way exchange of information and discussions has been useful and should continue to be. (Several visits in the state and New York city, as well as correspondence.)

. In the Yugoslav tobacco situation, developed background materials on industry critics and their previous activities, as well as various other research and consultation, and provided background information on the developing situation to friends of the industry, and encouraged favorable press reaction. (About four weeks of staff time.)

. Provided background information and guidance to tobacco analysts for numerous brokerage houses, who dig beyond company financial statistics in writing about the tobacco industry. Close liaison is maintained with several analysts, particularly John C. Maxwell, Jr. (and Harry Wootten before him), who regularly reports on the industry, and R. Marshall Barnes of Chicago, who advises many large investment groups. (Continuing contact and consultation on a fairly regular basis.)

. Maintained contact with staff members of Public Health Service and Interagency Council on Smoking and Health. (Irregular, but continuing contact.)

. Maintained contacts with sources of information in U.S. Department of Agriculture. (Irregular, but continuing contact.)

. Provided materials, information, background to various member company representatives. For example, a selective list of papers regarding tobacco and health, pro and con, was prepared for one company's use in its press relations work. This list demonstrates the wide range of scientific papers and scientific views that lend support to the industry position. Quite recently, staff help was given in preparation of a major speech for a member company executive.

(Continuing)

. Prepared an analysis of public statements and attitudes on cigarette advertising, as well as lists of newspapers, science writers, editors, columnists and others. (About a month or so of staff time)

. Provided liaison, materials and guidance as requested and otherwise to such related industry organizations as the Tobacco Growers Information Committee (guidance and suggestions for newsletter and speech materials), Retail Tobacco Dealers of America (suggesting materials for distribution to membership), Tobacco Merchants Association, National Association of Tobacco Distributors, and various grower groups and individuals. This has included attendance at meetings of such groups, upon invitation. (Regular and continuing)

. In preparing for the future, an analysis has been started of the American Cancer Society's million-person study that is now entering the final follow-up stages in 25 states. Analysis will include study of volunteer methods of gathering and reporting information, preliminary reports already published, and comparison of stated original objectives with final results. Anticipated publication time for Hammond's findings will be calculated and recommendations made.

. Maintained a continuing exchange of relevant information with Council for Tobacco Research, providing advice and suggestions as requested. (Continuing)

. Provided background information to Dean Meckling of the University of Rochester and Fred Decker of Printers' Ink, who were to participate in a

panel discussion on the economic effects of an assumed decline in cigarette consumption. (About a week of staff time.)

. Provided liaison and background material to Television Bureau of Advertising, American Newspaper Publisher's Association and Radio Advertising Bureau.

. Prepared materials for two issues of Tobacco and Health Research. First issue, which was held up, is now ready for distribution. (Extensive staff time)

. Distributed one issue of Tobacco News. Second issue was withheld.

. Revised four state tobacco booklets, which are used by the Institute to handle requests for information and also in state situations.

. Prepared tobacco booklets for Connecticut and Massachusetts and arranged for printing.

. Prepared summary of tobacco and health research developments since 1959 for guidance and possible background use. This has not been used in press relations work because of current situation, and now needs review. (About a week of staff time.)

. Prepared summary of highlights of testimony during Congressional hearings, which was not generally used because of current situation, and now needs review. (Several days of staff time)

. Prepared background memorandum on the decline in the rate of increase in lung cancer for England and Wales, Canada and the U.S. This was not used in press relations work because of the current situation. (Several days of staff time.)

. Prepared summary of tobacco and health research developments during 1964 which was not used because of current situation. (About a week of staff time)

. Attended and reported on meeting of the Advertising Federation of America, which included a panel discussion by Paul Rand Dixon, Senator Magnuson, Representative Harris and Mrs. Esther Peterson. (One day assignment.)

. Monitored NYC press conference held by Dr. Eugene H. Guthrie, chief of the USPHS Division of Chronic Diseases, following his trip to Europe to evaluate anti-smoking programs there. Reported to members. (One day assignment.)

. Developed background report on members of executive committee for White House Conference on health. Reported to general counsel, public relations representatives. Coordinated activities of several member companies to contact some of committee members. (several days of staff time.)

. Provided brief analysis of Medical Tribune poll of 1,200 physicians to general counsel, ad hoc committee and public relations representatives. (couple of hours.)

. Monitored January anniversary meeting of National Interagency Council on Smoking and Health, and reported on the meeting. (Four days staff time.)