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May I have comments and suggestions from the  
media and issues people involved in this  
project ... as soon as possible.

Thanks.

sms  
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D R A F T

COMMENTS ON THE  
IDENTIFICATION OF ACADEMIC SCIENTISTS  
AND NEW PUBLIC RELATIONS PROGRAMS  
FOR THE ETS ISSUE

SUSAN M. STUNTZ

AUGUST 17, 1989

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SINCE APRIL ... WE HAVE CONTACTED 33 PROSPECTIVE  
CANDIDATES FOR OUR NEWLY REVIVED ACADEMIC SCIENTIST  
PROGRAM ... FOR INTERACTION WITHIN THE SCIENTIFIC  
COMMUNITY ... FOR CONGRESSIONAL AND REGULATORY TESTIMONY  
... AND FOR WRITING FOR THE PEER REVIEW LITERATURE.

OF THOSE 33 ...

21 DECLINED TO PARTICIPATE ... OR HAD VIEWS OF  
THE ETS LITERATURE THAT DIFFER FROM OURS.

6 ARE ON HOLD BECAUSE THEIR ACADEMIC CREDENTIALS  
ARE NOT PARTICULARLY IMPRESSIVE

AND 6 ARE IN THE FINAL STAGES OF BRIEFINGS ... AND  
WILL BE ADDED TO THE CURRENT TEAM OF ACADEMIC  
SCIENTISTS ... BRINGING THE TOTAL TO 10.

THOSE SIX INCLUDE ...

A TOXICOLOGIST FROM THE UNIVERSITY OF ALABAMA

A BIOSTATISTICIAN FROM THE COLLEGE OF CHARLESTON

AN M.D. FROM PACE UNIVERSITY MEDICAL CENTER

A TOXICOLOGIST FROM STILLMAN COLLEGE

AND TWO PHYSICIANS FROM NEW YORK MEDICAL COLLEGE,  
WHO WERE REFERRED TO US BY PHILIP MORRIS.

EARLIER THIS MONTH ... THESE SIX WENT THROUGH THEIR  
FIRST "BASIC TRAINING" SESSION ... WITH PRESENTATIONS BY  
SOME OF OUR CURRENT TEAM OF ACADEMICS. THE DISCUSSION  
THAT FOLLOWED REFLECTED A GREAT DEAL OF INTEREST IN THE  
SUBJECT MATTER ... AND CONCERN THAT THE SCIENTIFIC  
PROCESS HAS NOT PROVIDED THE EVIDENCE NEEDED TO SUPPORT  
THE CLAIMS OF ETS HEALTH HARM.

A SECOND BASIC TRAINING SESSION ON THE ROLE OF ETS IN  
INDOOR AIR QUALITY HAS BEEN SCHEDULED FOR THE FALL.

IN THE MEANTIME ... WE HAVE IDENTIFIED AND CONTACTED AN  
ADDITIONAL 8 POTENTIAL CANDIDATES ... WITH STRONG  
ACADEMIC CREDENTIALS AND AFFILIATIONS. THEY ARE  
REVIEWING THE LITERATURE NOW. WE WILL MAKE FOLLOW-UP  
CONTACTS THIS WEEK.

(PAUSE)

IN THE MEANTIME, THE 9 ETS SCIENTISTS WHO COMPRISE OUR  
"SECOND" TEAM HAVE MADE MORE THAN TWO DOZEN LEGISLATIVE  
APPEARANCES SO FAR THIS YEAR.

LETTERS FROM TWO OF THEM ... ON SPOUSAL EXPOSURE AND  
PUBLIC POLICY IMPLICATIONS OF ETS EXPOSURE ESTIMATES ...  
HAVE BEEN ACCEPTED BY THE AMERICAN JOURNAL OF PUBLIC  
HEALTH.

AND THEY CONTINUE WORK ON PAPERS ON ETS AND HEALTH  
EFFECTS, AND CRITIQUING WORK IN PROGRESS ON PARTICULATE  
EXPOSURE AND ACUTE RESPIRATORY EFFECTS.

(PAUSE)

WITH OUR SCIENTIFIC BACK-UP BEEFED UP, WE NOW BELIEVE WE  
ARE IN A POSITION TO TAKE ADVANTAGE OF RESOURCES THIS  
INDUSTRY HAS DEVELOPED IN THE U.S. ... AND IN OTHER  
PARTS OF THE WORLD ... TO LAUNCH A SERIES OF NEW ...  
OFFENSIVE PROGRAMS ... ON THE PUBLIC RELATIONS FRONT.

IN THE SHORT TERM ... WE WILL INCREASE THE TACTICS WE  
USE TO BRING TO THE MEDIA THE INDUSTRY'S POSITION ON ETS  
SCIENCE. NEW TACTICS INCLUDE:

WE WILL BRING TO THE U.S. SOME OF THE ETS  
ACADEMICS THIS INDUSTRY HAS RECRUITED OVERSEAS.  
THEY WOULD CONDUCT EDITORIAL BOARD BRIEFINGS ...  
ACCOMPANIED BY A TI SPOKESPERSON ... TO DISCUSS THE  
ETS SCIENCE ... AND TO NOTE THAT THE EXAGGERATION  
AND MISREPRESENTATION OF ETS SCIENCE THAT IS  
REPORTED WITHOUT QUESTION IN THE U.S. CREATES  
AN ANTI-SMOKING CLIMATE THAT IS NOT REPLICATED  
IN OTHER PARTS OF THE WORLD.

WE WILL WORK WITH AN INDEPENDENT PRODUCER TO  
DEVELOP A SERIES OF NEWS SEGMENTS ON "HEALTH  
SCARES" THAT HAVE LED TO REGULATORY ACTION AND  
CREATED COSTS FOR BUSINESS ... LIKE ALAR AND  
APPLES ... ETS AND BEVERLY HILLS RESTAURATEURS ...  
CYANIDE ON CHILEAN GRAPES ... CYCLAMATES.

WE BELIEVE WE CAN INTEREST FINANCIAL NEWS NETWORK  
IN RUNNING THESE SEGMENTS.

WE WILL FOLLOW THEM UP WITH A SERIES OF OP-EDS  
TO BE COMMISSIONED FROM THE NETWORK OF  
PUBLIC CHOICE ECONOMISTS WHO HAVE WRITTEN FOR  
US ON OTHER ISSUES IN THE PAST. THESE WILL  
NOTE THAT WHILE GOVERNMENT MAY HAVE AN APPROPRIATE  
ROLE IN SOME AREAS OF REGULATION ... THERE ARE  
COSTS INVOLVED AND REGULATION THEREFORE MUST  
BE BASED ON SOUND SCIENCE.

AND TAKING A LESSON FROM THE ECONOMIST NETWORK ...  
WE WILL WORK WITH OUR CONSULTING SCIENTISTS TO  
DRAFT A SERIES OF SCIENTIFIC OP-EDS ... ON ETS  
SCIENCE ... FOR SUBMISSION TO MAJOR NEWSPAPERS  
IN THEIR REGIONS OF THE COUNTRY.

WE ARE PREPARED TO PROMOTE AGGRESSIVELY THE RESULTS OF  
THESE EFFORTS ... AND ANY CONFERENCES OR OTHER MEDIA  
OPPORTUNITIES ... THAT MAY ARISE.

IN THE MID-TERM ... WE WILL WORK TO REESTABLISH ... AND  
REINFORCE WITH THE MEDIA ... THE CONTROVERSIAL AND  
INCONCLUSIVE NATURE OF THE SCIENTIFIC EVIDENCE ON ETS.

FOR EXAMPLE, WE WILL COMPLETE BY THE END OF NEXT MONTH A COMPREHENSIVE BRIEFING BOOK ... ON ETS SCIENCE ... EPIDEMIOLOGY ... AND INFORMATION ON INCONSISTENCIES IN THE SCIENTIFIC LITERATURE ... FOR BACKGROUND MEETINGS WITH REPORTERS WHO REGULARLY COVER ETS ISSUES.

THIS BRIEFING BOOK WILL BE TEST MARKETED IN A COUPLE OF MEDIA MARKETS ... WITH A MAILING AND A FOLLOW-UP VISIT BY AN INSTITUTE SPOKESPERSON AND A CONSULTING SCIENTIST.

ONCE WE HAVE MADE ANY CHANGES SUGGESTED BY OUR TEST MARKETING ... WE WILL MAIL THE BOOK TO REPORTERS NATIONWIDE WHO REGULARLY COVER THE ISSUE.

AS ADDITIONAL STUDIES AND REVIEWS ARE PUBLISHED, WE WILL UPDATE THE BOOK AS APPROPRIATE.

WE ALSO ARE IN THE PROCESS OF COMPILING CASE STUDIES OF FAULTY SCIENTIFIC STUDIES THAT HAVE BEEN CARRIED -- OFTEN WITH FACTUAL ERROR OR NO PERSPECTIVE -- TO THE PUBLIC THROUGH THE MEDIA. FROM THESE CASE STUDIES, WE WILL DEVELOP A WHITE PAPER FOR USE IN OUR OWN MEDIA BRIEFINGS.



WE WILL TAKE THIS INFORMATION TO A NEWSPAPER COLUMNIST  
... OR A JOURNALISM PROFESSOR. WE WILL ATTEMPT TO  
INTEREST THAT INDIVIDUAL IN DRAFTING AN ARTICLE FOR  
PUBLICATION IN A JOURNALISM REVIEW ... ON THE POOR  
QUALITY OF JOURNALISM APPLIED TO MATTERS OF HIGH  
PROFILE, POLITICALLY SENSATIONAL SCIENCE.

ONCE PUBLISHED, SUCH AN ARTICLE MAY BE ADAPTED FOR  
OP-EDS BY THE ECONOMIST NETWORK, OR BY CONSULTING  
SCIENTISTS.

WE ALSO WILL APPROACH A NATIONAL JOURNALISM FOUNDATION  
... TO DETERMINE INTEREST IN A SEMINAR ON SCIENCE  
REPORTING ... WITH A LOOK SPECIFICALLY AT ETS SCIENCE.

(PAUSE)

OUR LONG-TERM PLAN IS THE MOST AMBITIOUS ... AND THE  
MOST DIFFICULT. HOWEVER, ELEMENTS OF THIS PLAN CAN BE  
IN PLACE WITHIN THE NEXT SEVERAL MONTHS. AND SOME OF  
OUR MESSAGES CAN BE INCORPORATED INTO EXISTING MEDIA  
TOURS IMMEDIATELY.

IN THE LONG TERM ... OUR OBJECTIVE IS TO DEMONSTRATE TO THE MEDIA ... AND TO THE GENERAL PUBLIC ... THAT BREAKDOWNS IN SCIENTIFIC INTEGRITY -- BIAS, ERROR AND FRAUD IN THE SCIENTIFIC PROCESS -- ARE LEADING TO DANGEROUS DISTORTIONS OF THE TRUTH ... AND RESULTING IN UNREASONABLE FEARS, FALSE ALARMS, SIGNIFICANT ECONOMIC LOSSES AND THE EMERGENCE OF A NEW "ANTI-TOBACCO" INDUSTRY.

FIRST, WE WILL PROMOTE THE LIMITATIONS AND WEAKNESSES OF THE PEER REVIEW PROCESS ... BY EDUCATING THE MEDIA AND PUBLIC POLICY MAKERS ABOUT WHAT THE PROCESS IS ... AND WHAT IT IS NOT.

WE WILL COMMISSION AN ARTICLE FOR PUBLICATION IN THE SCIENTIFIC PRESS, ON THE OPERATION AND LIMITATIONS OF THE PEER REVIEW PROCESS.

THE ARGUMENTS IN THAT ARTICLE ALSO WILL BE USED AS THE BASIS FOR SCIENTIFIC AND ECONOMIC OP-EDS TO BE SUBMITTED TO MAJOR NEWSPAPERS AROUND THE COUNTRY.

THEY ALSO WILL BE INCORPORATED INTO THE EXISTING "TRUTH SQUAD" MEDIA TOURS.

SECOND, WE WILL ATTEMPT TO PUBLICIZE THE FINANCIAL INTERESTS OF THE ANTI-TOBACCO SCIENTIFIC COMMUNITY ... TO DEMONSTRATE THAT FINANCIAL MOTIVATIONS CAN LEAD TO SCIENTIFIC BIAS AND FRAUD ON ETS ISSUES.

WE ARE COMPILING ADDITIONAL INFORMATION ON THE FUNDING OF THE ANTI-SMOKING SCIENTIFIC COMMUNITY ... TO DETERMINE DIRECT SOURCES OF FUNDING ... GRANTS FOR SCIENTIFIC PROJECTS ... FINANCIAL INTEREST IN PRODUCTS AND PROGRAMS.

THIS MATERIAL ... TOGETHER WITH AN INVENTORY OF SCIENTIFIC ABUSE BY ANTI-SMOKING SCIENTISTS ... WILL FORM THE BASIS FOR A SERIES OF ONE-ON-ONE BRIEFINGS WITH JOURNALISTS ... OP-EDS FROM THE ECONOMIC AND SCIENTIFIC CONSULTANTS ... AND MATTE MAILINGS AND VIDEO NEWS RELEASES.

(PAUSE)

OUR THIRD LONG-TERM STRATEGY BUILDS UPON THE IDEA THAT THE PUBLIC IS SUFFERING FROM INFORMATION OVERLOAD WHEN IT COMES TO REASONABLE BEHAVIOR AND ACCEPTABLE RISK.

SCIENTISTS HAVE CREATED UNWARRANTED PUBLIC PANIC  
BY OVERESTIMATING OR COMMUNICATING INACCURATE  
WARNINGS ABOUT THE CLAIMED HAZARDS OF ALAR ...  
RADON ... BIRTH CONTROL PILLS ... CYCLAMATES ...  
CHOLESTEROL ... CAFFEINE ... AND ETS.

WE ARE WORKING WITH CONSULTING SCIENTISTS TO  
DEVELOP A BODY OF RESEARCH THAT ESTABLISHES  
CASES OF QUESTIONABLE SCIENCE LEADING TO A  
POOR BALANCE BETWEEN REASONABLENESS AND RISK ...  
AND THE ABSENCE OF RELIABLE RISK ASSESSMENT  
DATA.

WE WILL COMMISSION ARTICLES ... IN THE SCIENTIFIC  
AND ECONOMIC LITERATURE ... ON DIFFERENT ASPECTS  
OF THE REASONABLESS/RISK ISSUE AND SCIENTIFIC  
FRAUD. THESE ARTICLES ... WILL FORM THE BASIS  
FOR ADDITIONAL SCIENTIFIC AND ECONOMIST OP-EDS,  
AS WELL AS MEDIA TOURS ... AND PAID PROMOTION  
ACTIVITIES SUCH AS MATTE MAILINGS AND VIDEO  
NEWS RELEASES.

(PAUSE)

THESE NEW ACTIVITIES THAT WE ARE UNDERTAKING ... ARE IN  
ADDITION TO OUR CURRENT LEVEL OF ACTIVITY ON THE ISSUE  
... FIVE MEDIA TOURS PER MONTH ON ETS, INDOOR AIR AND  
SOCIAL COST ISSUES ... RESPONDING TO ALL CRITICAL  
ARTICLES THAT APPEAR IN THE GENERAL MEDIA.

I WILL BE HAPPY TO ANSWER ANY QUESTIONS.