

DOMESTIC HIGHLIGHTS

- 1 Jan 12: Surgeon General Joycelyn Elders, former S.G.'s, and President Carter call for higher tobacco taxes, more smoking restrictions, and a ban on Joe Camel advertising.
- 2 Jan 27: More than 1,400 farmers and tobacco workers rally at the Capitol to protest FET.
- 3 Jan 29: RJR's "Peaceful Coexistence" program for restaurants and bars gets media attention.
- 4 Arby's bans smoking in company-owned restaurants.
- 5 Feb. 8 (II): Canadian government rolls back cigarette taxes.
- 6 Feb 29: ABC's "Day One" show broadcasts a comment from RJR scientists on tobacco reconstitution process. (10:22:50:00)
- 7 Feb 22: Roper Starch Worldwide releases results of survey showing that Joe Camel ads do not lead to youth smoking.
- 8 Feb. 23: MacDonald's (spelling?) bans smoking in company-owned restaurants.
- 9 Feb. 24: Surgeon General Joycelyn Elders releases report on youth smoking, calls for ban on Joe Camel ads.
- 10 FDA Commissioner David Kessler sends letter to Coalition on Smoking or Health raising issue of potential FDA regulation of cigarettes.
- 11 Feb. 26: Kessler says he will seek advice from Congress on regulating cigarettes as a drug.
- 12 Feb. 29: ABC's "Day One" broadcast report that tobacco companies "spike" their cigarettes with nicotine.
- 13 March 1: Jim Johnston releases to new media a letter to Kessler refuting nicotine-spiking claims, pointing out that processing actually reduces the amount of "tar" and nicotine in cigarettes.
- 14 March 7: ABC's "Day One" show focuses on ingredients in cigarettes. NBC's evening news starts a week-long series on second-hand smoke.
- 15 March 9: More than 20,000 RJR and Philip Morris employees take bus trip to Washington to protest FET increase. (3:26:17 Hat)
- 16 March 25: Labor Secretary Robert Reich announces an OSHA proposal to ban smoking in workplaces. 31:16 from head
- 17 April 8: National Public Radio broadcasts a report saying tobacco manufacturers use 13 "unsafe" ingredients.
- 18 April 12: RJRT releases a list of its cigarette ingredients. (News clips and VNR available.)
- 19 April 14: Johnston and other CEOs testify at Waxman hearings. (C-Span footage, news clips, and welcome-home/hangar footage available.) On reel #20 103:37 from head
- 20 April 15: Johnston appears on NBC's "Today" show and ABC's "Good Morning America."

23: RJR announces a public-information campaign to bring balance to the debate about smoking issues at news conference in D.C. (News clips and RJR VNR available.)

24: Johnston appears on ABC's "Good Morning America" and CBS' "This Morning" to discuss second-hand smoke. "We're trying to provide some facts about second-hand smoke that suggest that the EPA's conclusion is more political science than real science. We've had a difficult time getting the government to acknowledge these differences of opinion, and we have chosen to take it to the American public."

23: May 31: RJR's Carl Ehmann, executive VP of R&D, writes a letter to the New York Times regarding RJR's public-information campaign. ("It's time for The New York Times and other members of the media to subject statements made by the anti-smoking industry to the same skepticism and scrutiny now reserved for the tobacco companies.")

23: June 8: The FTC votes not to ban Joe Camel advertising.

23: June 10: ABC's "This Morning" show airs a statement made by Jim Johnston during the Waxman hearings, contradicting an earlier accusation by John Banzhaf that Johnston had lied at hearings. (The Banzhaf accusation had been aired on "This Morning" weeks earlier.)

26: June 12: In Frankfort, Ky., 4,000 tobacco farmers protest FET with "tea party" — throwing tobacco into the Ky. River. Aug. 2

27: June 21: FDA Commissioner David Kessler testifies to Waxman committee that tobacco industry adds ammonia to tobacco, causing more nicotine to be delivered to smoker. RJR responds that ammonia is used, but processing reduces the amount of tar and nicotine.

28: June 23: Attorney General Janet Reno confirms that Justice Department is investigating whether tobacco executives lied about nicotine being addictive.

29: June 24: The New York Times runs a correction to a previous article claiming that RJR shut down a research lab on advice of lawyers, admitting instead that the lab was shut down because the group moved into a larger lab.

30: July 20: RJR kicks off "On the Road for Rights." Sept. 24 - Tractor Pull - Tarwell

Am I missing any "biggies" after July — other than Borden? (Don't want to include the September Borden announcement, because it doesn't "transition" into the "Road for Rights" smoker quotes that we want to end with.)

To be added in: (but where do these go, in terms of dates?)

B31 Crime and smuggling VNR
B32 Ellis/Coggins secondhand smoke news conference
B33 Youth Nonsmoking Programs VNR Feb. → 0:10:50 - Tape 20A
B34 Anti-writing campaign to Congress
B35 (Does this exist?) After we reported 2nd Quarter earnings, get any news clips saying our earnings were rebounding?

date March 25
Tape 16 { PM - lawsuit
00:53:01: →
B36. Schindler's Show - should be on Bob

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31. (On Beta)

~~Crime Statement Lab~~
Sentence

00:03:37:00

② Canadian Trooper (after Mazda HPV) "Mexico... destined for the United States"

(00:03:55:09)

② Businessman "It's affecting... closing all that business."

① VO: Narata - last sentence on tape

~~(02:52:)~~

(00:07:10:28) - B

"When tax rates ... moves in."

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