

TOBACCO INDUSTRY RESEARCH COMMITTEE
MEETING

January 18, 1954

HILL and KNOWLTON, Inc.
350 Fifth Avenue
New York 1, N. Y.

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AGENDA

Tobacco Industry Research Committee

Meeting - January 18, 1954

- I. Introduction of New Members of Committee by Chairman Hahn
Summary of Committee objectives for benefit of new members.
- II. Committee Organization
Introduction of W. T. Hoyt; staff assignments and procedures of interest to Committee members.
- III. Treasurer's Report
- IV. Progress Report
Summary of Activities to date (Attachment "A")
- V. Report of Research Subcommittee (Attachment "B")
 - A. Selection of Research Director
 - B. Selection of Advisory Board
- VI. Report on Selection of Law Committee
- VII. Kolodny Reprint Request
Kolodny Request for Speaker at N.A.T.D.
- VIII. Program Projects (Attachment "C")
 - Committee Information Service
 - Poll of Opinion and Smoking Habits
 - Research
 - Foreign Study
 - Speaker Scientists
 - Survey of Medical Meetings and Medical and Scientific Literature
- IX. New Business
Discussion of agreement with Hill and Knowlton, Inc.

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ATTACHMENT "A"

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January 15, 1954

PROGRESS REPORT

I. ADVERTISING

The Committee statement, entitled "A Frank Statement to Cigarette Smokers," appeared in 448 newspapers, reaching a circulation of 43,245,000 in 258 cities. This included, with very few exceptions, all cities of 50,000 or more population, plus all plant or headquarters cities of Committee members. Total cost for newspaper space will be approximately \$244,304. Cost of three press publications (EDITOR AND PUBLISHER, PUBLISHERS' AUXILIARY AND AMERICAN PRESS) will be approximately \$2,113. Production costs will add \$3,040 to this.

In addition to the above cost covered in the \$250,000 appropriation, a cost of \$4,213 was incurred to transmit by telegram the revised list of sponsors and the prescribed change in headline.

On authorization by the Chairman, 11 tobacco industry publications were added to the list and received the same two-page version of the advertisement which appeared in the press publications. Total cost of space and preparation for this will be approximately \$3,606.

This will make the total advertising expenditure, not including reprints, \$257,276.

To date 200,000 reprints of the advertisement have been ordered by the companies.

Additional Advertising Solicitation

The question of extending the advertising to appear in a variety of additional publications was suggested, in some instances by Committee members and, in others, by direct solicitation from the publications. These included the food and drug trades; the negro and labor press as well as the foreign language press; and the news weeklies -- Time, Newsweek, and U. S. News.

It is our recommendation that no further advertisement be placed using the original statement, and that the above suggested groups of publications be carefully considered in relation to any subsequent plans for new advertisements. The circulation of all the above groups, with the possible exception of the foreign language press, can be considered to have been reached in large measure by the original daily newspaper advertising.

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II. REQUEST FOR REPRINTS FROM N.A.T.D.

Mr. Kolodny of the National Association of Tobacco Distributors has indicated he is willing to distribute the state-ment advertisement to 1,000,000 tobacco dealers throughout the country.

In tabloid size, production of 1,000,000 reprints would cost about \$3,000.

III. PRESS RELEASE AND PRESS COVERAGE

The press release announcing formation of the Committee was given national distribution and was widely covered by newspaper, radio, TV and the magazines.

Typical clippings of this coverage have been sent to Committee members.

Editorial comment was most favorable, with editorials still being received from all over the country.

IV. INFORMATION AND CORRESPONDENCE

During the first week after appearance of the ad, we handled many personal and telephone calls, including professional men offering services, crackpots and others. These were in addition to the many inquiries from the networks and the press.

During the first two weeks after the appearance of the ad, over 1,000 telegrams and letters were received at Hill and Knowlton offices. A preliminary analysis indicates that objective or pro-tobacco comments run better than two to one.

V. MEETING OF COMPANY RESEARCH DIRECTORS

Chairman Hahn called a meeting of Research Directors of the tobacco companies on Thursday, January 7. A report on this meeting will be presented to the Tobacco Industry Research Committee.

VI. "WHITE PAPER"

A draft of the "White Paper" was submitted to the Research Directors Advisory Committee and suggestions from these officials are being coordinated into a revised draft for final clearance.

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VII. CALLS ON ADVERTISING AGENCIES

Messrs. Hill, Goss and Littin have called on senior executives of the principal advertising agencies to obtain their suggestions and comments. In addition, a meeting of the Research Directors of advertising agencies was called to discuss the matter of a poll and depth survey.

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ATTACHMENT "B"

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CONFIDENTIAL REPORT ON MEETING JANUARY 7, 1954

COMPANY RESEARCH DIRECTORS' ADVISORY COMMITTEE

1. Nominations for the post of Research Director were conducted. It was agreed that the nominee should be an M.D.; recognized in cancer research; and with experience in chemistry.

A sub-committee to process the list of nominees was appointed, headed by Grant Clarke.

The Committee also felt that the post of Research Director should carry a minimum tenure of five years.

2. Appointments to the Advisory Board of Distinguished Scientists were discussed.

The consensus was that the views of the Research Director should be given primary weight, but that appropriate geographical representation, particularly of population centers, was desirable.

3. The Hill and Knowlton, Inc. draft of a background memo, or "white paper," on the tobacco-cancer question was discussed. The consensus was that it could be strengthened by addition of some new material, perhaps deletion of some, and that it might include a critical statement or two for balance. Members were asked to submit suggestions to Mr. Bert Goss in advance of the January 18 meeting of the Tobacco Industry Research Committee.

4. The Committee discussed the possible need for a temporary library researcher during the interim until the Director can set up a staff. It was felt that this researcher should have adequate background in scientific literature and research to enable him to start immediately sifting all available scientific statements on the subject. Mr. Hammer described a man in Richmond who might be available at a nominal rate for such an assignment and those in attendance proposed that he should be approached provided the Main Committee approves.

5. The question of developing plans for the broad TIRC research program was considered. The consensus was that the Director be given a free rein in developing a program, but that the TIRC might aid him with specific recommendations. For the time being, however, the group believes that the broad statement contained in the January 4 TIRC announcement should be discussed first with the new Director for his ideas.

6. The need for an industry-wide survey on smoking customs and habits was discussed. It was proposed that Hill and Knowlton, Inc. conduct a broad public opinion survey for the guidance of this Committee. A draft of suggested questions was to be submitted to the Main Committee.

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7. It was proposed, and generally agreed, that there is need for a complete breakdown, or list, of all existing research grants in the field of cancer. Hill and Knowlton, Inc. volunteered to develop a breakdown from available sources before the January 18 TIRC meeting.
8. Dr. Robert N. DuPuis, Director of Research and Development, Philip Morris and Co., Ltd., Inc., was appointed as a sub-committee of one to draft a proposed set of rules or principles to guide this Committee in its relationship to the Main Committee and to the Director and Advisory Board. He was asked to submit this as soon as possible so that it could be submitted to the Main Committee.

Dr. Irwin W. Tucker
Chairman

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ATTACHMENT "C"

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January 15, 1954

PROGRAM PROJECTS

I. Committee Information Service

The Information Service carried on for the Committee will have the following objectives:

1. To avoid unnecessarily encouraging or stimulating further controversial publicity on the subject. The public statements of the Committee will deal chiefly with its constructive activities.
2. To see that those we know to be planning to write or talk about smoking and health get all available facts.
3. To keep Committee members informed of the trend of publicity and public discussions on the issues of interest.
4. To handle correspondence and inquiries from the press, public, educators, etc.

II. Poll of Opinion and Smoking Habits

It is recommended that the Tobacco Industry Research Committee conduct a survey of opinion on smoking and health, including smoking habits for the following reasons:

- a. A public opinion poll is needed to help develop a long-range program. For this purpose it is essential that the Committee have more accurate knowledge of what effect the recent adverse publicity has had on the attitudes of various groups of the public toward tobacco and cigarette smoking.
- b. A survey would provide a "benchmark" against which future surveys could be compared, to gauge progress or retrogression in public sentiment.
- c. The crucial issues in the cancer controversy involve questions of relative cigarette consumption by sex, by region and by (city vs. country) residence. The survey should accumulate needed information on smoking habits among the desired groups.

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- d. Already many casual and incomplete surveys of smoking habits and opinions are being taken by newspapers and others. Scientific data are needed to judge the meaning of such reports and possibly to refute them should this become desirable. This is particularly true in case of such "polls" which report numbers who have quit, or plan to quit, smoking.
- e. It is desirable to see how much effect recent publicity has had on the opinion of the public at large.
- f. It would be valuable to know whether information about smoking and health is being transmitted mostly by established media or by word of mouth.

At the recent meeting of the research directors of the tobacco companies, as noted in the minutes of that meeting, it was agreed that a survey of public opinion and of smoking habits should be made.

public relations
Counsel has met with research directors of advertising agencies and they strongly concur in our recommendations for such a survey of opinion and smoking habits.

A survey by a national opinion polling organization would cost \$25,000 to \$30,000.

III. Research

The Committee's program provides for three kinds of research as follows:

1. Medical laboratory research. This will be sponsored by the Committee under the guidance of the Research Director and the Advisory Board.
2. Statistical research pertaining to health and vital data for the purpose of seeking answers to such questions as the following:

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- a. Why has the rise in lung cancer been most marked among men, although the greatest rise in the use of cigarettes in the last 25 years seems to have been among women?
- b. Why does the rate of lung cancer vary so greatly between certain cities, although the per capita rate of cigarette consumption in these cities seems approximately the same?
- c. Is the incidence of lung cancer less in rural areas than it is in urban areas, and if so what is the per capita consumption of cigarettes in these respective areas?
- d. Is the incidence of lung cancer greater in cold climates than in mild climates and in the south, and if so what is the per capita consumption of cigarettes in the respective areas where this differential seemingly occurs?
- e. With the extension of human life due to miracle drugs, etc. what is the percentage of the increase of lung cancer, if any, comparable to other diseases during the past ten years?

To carry on this work a competent statistician trained in health or vital statistics should be retained.

3. Editorial research. This will include the development of facts which will shed light on questions such as the following:

- a. What are the smoking habits of long-lived distinguished public leaders?
- b. What are the human ills erroneously attributed to tobacco over the centuries?

There is a great deal of material of this kind which needs researching and preparation for possible use to answer enquiries and to counteract erroneous statements. This work could be carried out by staff of public relations counsel.

IV. Foreign study.

It is desirable to have available certain facts pertaining to cigarette smoking and health. These could be developed in England,

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France and possibly a few other European countries. Some of the questions which need answering are the following:

1. To what extent has the relationship between smoking and lung cancer attracted public attention in the leading countries abroad?
2. Has the interest abroad been heightened or otherwise affected by developments in the United States during October, November and December?
3. What do government and other official health statistics as well as official reports in these countries show with regard to lung cancer and the causes thereof?

All of these facts could be developed at moderate cost by associates of Hill and Knowlton, Inc., in England, France, Holland and Belgium if desired. A ceiling of around 5 or 6 thousand dollars could be set for the work in all countries.

V. Speaker Scientists

The Committee is being requested to supply speakers for numerous discussion programs on the air and for programs of various organizations and medical associations. It does not seem desirable now for either member company executives or Committee staff members (even the Research Director when selected) to appear on these programs. However, if possible, a list of available scientists who are willing to talk in public should be compiled and kept on file.

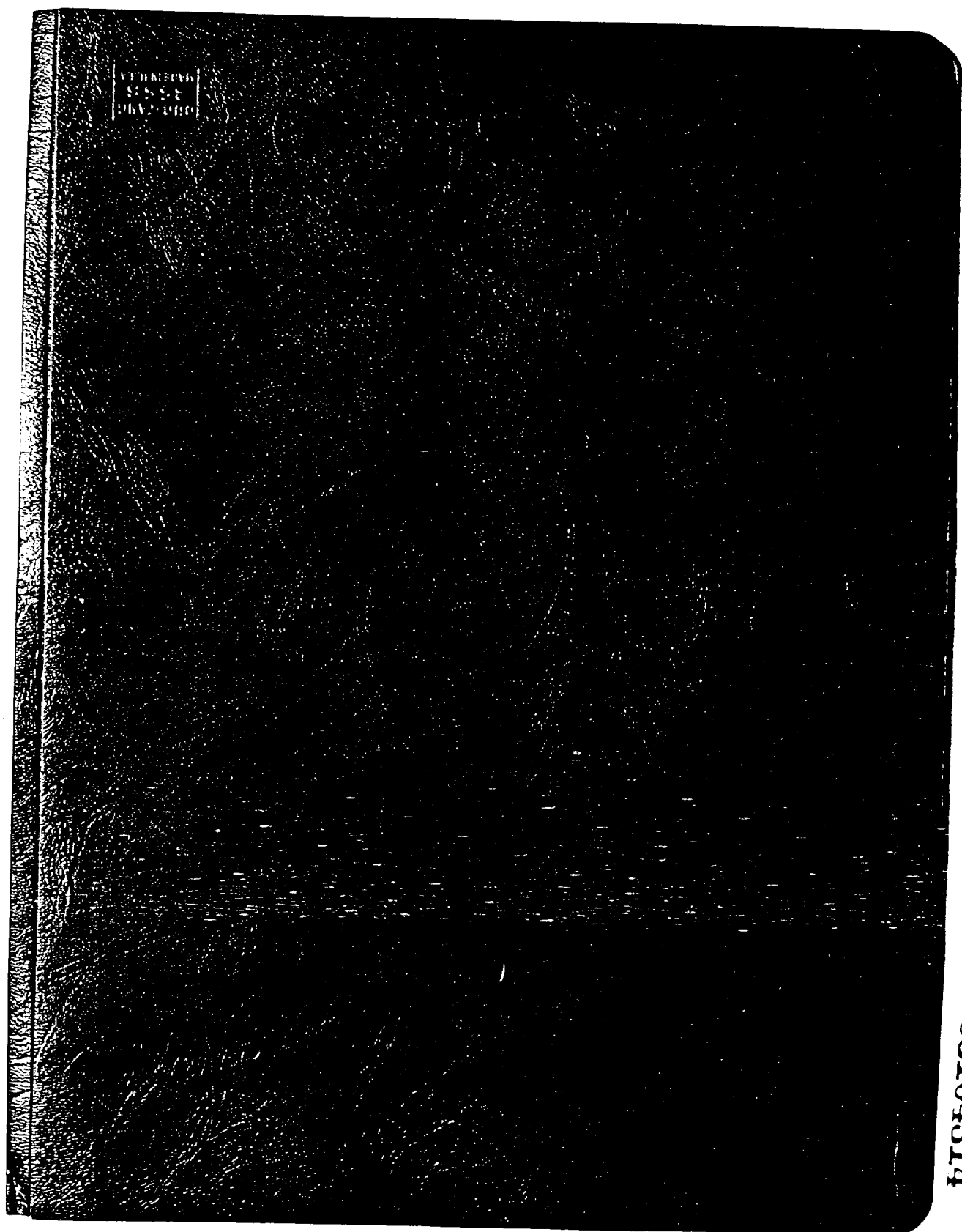
This list would not be used to promote new discussion programs or to encourage forums to arrange such programs. The objective would be to see that if there is to be a program, the facts to be presented are not one-sided against the industry.

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VI. Survey of Medical Meetings and Medical and Scientific Literature

A continuing survey is needed of all medical and scientific literature and reports. This would enable the Committee to be informed in advance of all forthcoming publications presenting either side of the current controversy. Meetings considered sufficiently important should be covered by a representative of the Committee.

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