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STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

Memo to: Mr. John W. Hill
From: Bud Littin
Subject: PRELIMINARY REPORT on TIRC PRESS CONFERENCE

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Date: June 18, 1954

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PLACEMENT

Roy Battersby's shop gave the release, statement and photos full distribution to New York papers, the wire services, radio and TV desks and magazines. TIRC staff serviced all tobacco trade publications, the various TIRC committees, principal medical journals, veterans publications, National Association of Science Writers, medical colleges, dental journals and colleges, H&K overseas associates and cancer organizations. To keep them informed, lest the DIGEST or some other publication hit them again, the doctors quoted in our compendium were also sent copies of the release and statement.

Special arrangements were made for rush transcripts of the question and answer session. These were processed and available for distribution to key press, radio and TV people within three hours of the end of the conference.

Special film, contracted for and edited through the Publicity Department, was serviced to those TV networks unable to send crews to cover. We own this film and can expect to find other uses for it in the future.

ATTENDANCE

Following is a list of those who attended the conference: Francis Stilley, Associated Press; Gilmore Iden, U.S. News; Bernard Nossitd, N.Y. World-Telegram & Sun; Art Schendorf, Associated Press Radio; Earl Ubell, N.Y. Herald Tribune; Henry Beckett, N.Y. Post; Elaine Day, Fortune; Tom Wise, Wall Street Journal; Samuel Witchell, Tide Magazine; Delos Smith, United Press; Lon Cioffi, CBS Radio; Engineer from office of Merrill Muller, NBC Radio; A. A. Brown, United Press Movietone News; Art Lodge Productions, NBC; Art Lodge Productions, CBS; Art Lode Productions, Dumont; Art Lodge Productions, MGM Telenews; and Ruth Abramson, Director of Information, Sloan-Kettering Institute.

RESULTS

Preliminary reports show that stories were carried in all New York dailies except the Journal-American. A 3-column story, with photo, ran on page 1 of all editions of the June 16, Herald-Tribune. The Wall Street Journal and the Journal of Commerce gave it good coverage. Delos Smith, UP Science Editor, filed a very complete story of 600 words. AP filed two stories, one 80 words and the other 120 words. INS filed a story of 180 words.

Mr. John W. Hill

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The release was not cleared early enough to meet the news magazines deadlines but the essential facts were given to them several days in advance. Newsweek for June 21, carried a small announcement, *as did Business Week for June 19.*

Field offices report the story was carried by the Sun-Times, Tribune, Daily News and Wall Street Journal in Chicago; by the Daily News, Star and WTTG in Washington; by the Post-Gazette in Pittsburgh; and by the Examiner in Los Angeles.

Radio-TV coverage included: AP radio to 1400 stations; Dave Garroway's NBC-TV program "Today"; UP-Movietonews to 80 some TV stations; MGM-Telenews to 80 some TV stations; Lyle Van, WOR radio newscast; Frank Edwards, MBS radio newscast. In addition, the NBC radio network show "Weekend" will carry a feature on it next Sunday.

There is no telling now how many additional TV and radio stations picked up the story from the above sources or wire service dispatches.

CRITIQUE

There was some confusion, which closer coordination would prevent. Dr. Little was a bit more candid than anticipated. There were perhaps too many H&K people there in proportion to press attendance.

It might be well in the future to have any film or TV scheduled a half hour in advance of the press phase of the conference. There is always the makings of a scrap when reporters have to compete with TV and newsreel boys, who always, more or less, take over any press conference with their cables, lights, etc. If you remember, our original thought had been to have the film work done a day before the newspaper and magazine work.

On the whole though, the conference went off well and results were very good. The Publicity Department gets our vote of thanks. Good AP and INS coverage despite the fact that both those services' science writers were unavailable because of the AMA convention.



B.R.L.

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