

*W. J. Hill / J. Hill*  
*PCC* *Supp. Comm.*  
*PR Committee*

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C O N F I D E N T I A L

PUBLIC RELATIONS REPORT

to the  
TOBACCO INDUSTRY RESEARCH COMMITTEE  
April 28, 1955

The foundation which the Tobacco Industry Research Committee has been building is gaining strength in both breadth and depth. The progress of the scientific program developed by the Scientific Advisory Board is an essential and pervading force. The sound approach to the problem by the Scientific Advisory Board has encouraged other qualified scientists to speak out courageously in questioning those who would write off the lung cancer problem as a smoking problem.

Of necessity, efforts to bring the known facts before the public continue to be in the nature of an educational campaign -- slow, unsensational, factual. Neither the circumstances nor the available information lend themselves to the sensational treatment accorded the major indictments of tobacco use.

Factors Show Improved Position

Nevertheless, progress has been made. On the positive side, these factors stand out:

1. The first "big scare" continues on the wane. There is much general awareness of the big IF factors involved. In some instances, the accusers have gone to such extremes that their credibility is being questioned by their colleagues in their own profession.
2. The research program of the Tobacco Industry Research Committee has won wide acceptance in the scientific world as a sincere, valuable and scientific effort. This is due primarily to the stature of the men serving on the Scientific Advisory Board, the soundness of the research program developed, the caliber of research so far approved, and of the investigators receiving grants.
3. The status of the Tobacco Industry Research Committee itself has been enhanced by the freedom of action granted scientists, the increase to \$1 million of research funds, and the obvious sincerity of approach to the problems. Both governmental and institutional groups in the field of health have shown recognition of the contribution the Tobacco Industry Research Committee is making.

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4. There is greater and growing expression of the position that cigarettes do not and should not stand convicted. This is evident in both the scientific and lay communities. Suspicion is still widespread but the lynching party seems to have been called off, at least temporarily.

5. Treatment of the cigarette-health issue in public media continues to improve from the Tobacco Industry Research Committee point of view. Even adverse stories now tend to carry modifying statements. Positive stories are on the ascendancy. They may not always be in the places we would like to see them and they may not always say the things we would like them to say. But at least they are now showing up and they do cast doubt on the cigarette attacks. A year ago attacks predominated and they were generally immoderate.

#### Issue Being Kept Alive

On the other side of the ledger, we have to face up to these situations:

1. The cigarette-health issue is still considered top news. This is often more apparent at a local level than in national news. While there is a growing tendency to emphasize the uncertainties and disputes in the issue, the end result is to keep the controversy constantly alive.

2. Medical, dental and other groups continue to schedule cigarette-health discussions, oftentimes for the apparent purpose of stimulating interest in their meetings.

3. Anti-tobacco crusaders continue to ride the health issue. Our clippings show continual local activities by the American Temperance Society, the Seventh Day Adventists, and similar groups scheduling lectures and movies dealing with the cigarette and health issue. Dr. Ochsner and Dr. Wynder continue to be the leading anti-tobacco crusaders of stature in the medical and scientific world.

4. While the American Cancer Society has tempered its emphasis on the lung cancer and smoking issue so far as its national fund drive publicity is concerned, it continues to play up smoking and lung cancer in its literature. Local groups also use the issue, particularly the Hammond-Horn findings, in their fund raising drives.

5. An increasing number of scientists and researchists are anxious to report on their works involving cigarettes. Of late, most of these have been anticipated and, when necessary, steps are taken to deal with the findings. These reports include studies on the relation of tobacco and heart as well as tobacco and lung cancer.

## HIGHLIGHTS OF RECENT ACTIVITIES

In addition to meeting timely problems as they arise, emphasis is placed on marshalling scientific facts and published materials to prepare for meeting future attacks and for carrying on a program that is becoming increasingly positive.

The following discussion of a few important highlights reflects how the various methods, media and materials are applied to immediate problems as well as giving a firmer basis for the continuing operation.

1. Mid-April San Francisco meetings of the Federation of American Societies for Experimental Biology and of the American Association for Cancer Research. Advance preparations included analysis of scientific papers and planning for coverage. Unfavorable publicity was anticipated with preparation of possible T.I.R.C. statements. Representatives at these meetings brought full information concerning publicity and other developments.

Only one major story dealing with the tobacco issue resulted, although others were possible. This was the report of Dr. Wynder's latest studies, which was developed in a press conference set up at the meeting. It was learned that careful questioning of Dr. Wynder at the press conference was resulting in stories which emphasized that nicotine and benzpyrene had been ruled out by his experiments as possible cancer agents, even on the skins of mice. No T.I.R.C. statement was issued in view of the positive press treatment indicated.

2. A Hill and Knowlton, Inc. representative covered the Southeastern Surgical Congress Assembly late in February where Dr. Ochsner was a featured speaker. Local newspapers were contacted and given information concerning the work of T.I.R.C. Press coverage of the conference was generally fair, and limited. A prepared T.I.R.C. statement was not used.

3. Two meetings of the New York Academy of Medicine and one of the Bronx County Dental Society were covered to guard against unexpected publicity, but no steps were necessary. Two of these meetings featured Dr. E. L. Wynder and the other was a panel on "Effects of Tobacco Smoking." None received press notice.

4. Liaison was established with the Georgia Health Department which had been approached by proponents of a state-wide campaign against the use of tobacco. A recent check indicated the threatened campaign is at least dormant.

5. A 6,000 word manuscript by John Pfeiffer, well-known science writer, has been prepared and is now in process of preparation for wide use. This discusses the "Fight Against Lung Cancer," with all elements placed in perspective. It is designed as the basis for a T.I.R.C. document and for other public distribution material, for articles and for policy statements.

6. Clearances are continuing for a possible brochure of news reports of doctors and scientists who question the cigarette link or express reservations about it. It is felt that publication should not be rushed, but the material is kept up-to-date for possible quick issuance.

7. Current scientific reports are screened as they appear for possible inclusion in a new scientific perspective, as well as for adding to scientific files for special reference and distribution.

8. Reprints of the PAGEANT article by Dr. William Rienhoff are being widely distributed to various media through the publishers of Pageant. A news notice summarizing the article was widely released by the magazine.

9. The article by Dr. Herbert Arkin appearing in the April issue of CURRENT MEDICAL DIGEST is being reprinted for broad distribution.

10. News releases on announcements of grants and increase of the research funds to \$1 million were widely published. A special article concerning participation of the Medical College of South Carolina was prepared for and used by the CHARLESTON NEWS AND COURIER.

11. Information was supplied for the article "Phoney Cigarette Scare" in the March 23 issue of PEOPLE TODAY; for "A Psychologist on the Cigarette Scare" in the April issue of POPULAR MEDICINE, and for a piece scheduled for the August issue of ARGOSY magazine.

12. Information supplied to TV station KALB in Alexandria, La., was used April 17 when Dr. Ochsner appeared on a local program devoted to a review of his book. Reviews from CALIFORNIA MEDICINE and the AMERICAN PUBLIC HEALTH ASSOCIATION JOURNAL, as well as Dr. Rienhoff's article in PAGEANT, provided information for the rebuttal.

After considerable negotiation, recent permission was obtained to distribute to radio stations recordings of a panel discussion on the problems of aging, featuring three doctors, including Dr. Elmer Hess, president-elect of the American Medical Association, in which the question, "Does Smoking Shorten the Average Life?" was interestingly discussed.

13. The book, "Why Stop Smoking?" by Albert Ostrow has been officially published and first promotion started in Chicago last Friday. A special press release commenting on the book has been prepared by the publisher, E. P. Dutton for distribution to press and radio stations throughout the country. Most recent information is that the book has already gone into a second printing.

14. A proposed syndicated feature story devoted almost entirely to Dr. Wynder's opinions and research was checked by the editors for additional facts and information. This story is being held in abeyance pending possible development of a series.

15. The Public Affairs Committee pamphlet by Pat McGrady, science editor of the American Cancer Society, has been issued under the title, "Smoking = Lung Cancer?". Though the contents are not compatible with T.I.R.C. policy, they were greatly and helpfully modified from the original manuscript. A number of outstanding cancer scientists contributed suggestions for editing this manuscript and modifying its original strong indictment of cigarettes.

16. Gathering, analyzing, preparation and distribution of various materials continued. The Research Program booklet was mailed to all doctors and scientific journals and institutions, including the membership of the American Association for Cancer Research. Reference files of relevant abstracts from pertinent scientific articles are being augmented for a wide variety of uses, including individual requests from students and scientists, newspaper and magazine writers, and industry members. Useful magazine and newspaper articles are reproduced, when permission is obtained, and made available to public information media.

#### OUTLOOK FOR IMMEDIATE FUTURE

At this particular moment, the immediate past looks better than the immediate future.

The next major public problem will be the second Hammond-Horn report. This is now scheduled to be given before the American Medical Association meeting from June 6 to 10 in Atlantic City.

There is no reason to hope that the second report will be in any way better than the one last year.

There is no reason to hope that it will not result in widespread attention in the press. The A.M.A. meeting this year is closer to the major news centers than it was last year in San Francisco.

The program of the Tobacco Industry Research Committee should help maintain press and public perspective on the findings reported by Drs. Hammond and Horn.

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PROPOSALS FOR IMMEDIATE FUTURE

The Tobacco Industry Research Committee first appeared before the public with an assurance that the industry itself would assume leadership in research into all aspects of tobacco use and health. The industry is now moving into a position of leadership.

This brings with it a greater responsibility to the press and the public. The T.I.R.C. will have to live up to the expectations it has created on two fronts:

First, by pushing ahead soundly but steadily to get at the facts through widespread scientific investigation;

Second, to report to the public where it stands in the search for the desired information about cancer and its causes, as well as the relationship of tobacco use to other phases of health, and to describe to the public the nature and scope of T.I.R.C.-sponsored research.

This calls for a more active and outspoken position. No longer can we expect the press and public to accept the terse comment that "nobody knows any answers."

Positive steps being planned and recommended for the immediate future, in brief, are as follows:

1. A strong affirmative report in mid-May by Dr. Little of where the problem stands today and what progress has been made through the efforts of the T.I.R.C. This should be a prepared statement distributed to the press and accompanied by a discussion with Dr. Little, science and other writers participating.

2. Carefully spaced distribution of basic informational material designed to implement the position set forth by T.I.R.C. This will include:

a. Through PAGEANT magazine, the article by Dr. Rienhoff is now going to important information media.

b. A reprint of Dr. Herbert Arkin's article analyzing the Hammond-Horn methods, will be ready for mailing to media the latter part of May.

c. A special report of the fight against lung cancer -- the Pfeiffer manuscript -- which will put the cigarette issue in its proper perspective. This should be set for sometime in May or June.

d. Reproductions of news reports quoting prominent medical or scientific figures who caution against condemning cigarettes on the basis of present evidence.

e. Announcement of new grants bringing the total to more than \$450,000 actually approved for specific research. This is ready to go at any time but perhaps should be held for release coincidentally with Dr. Little's press conference.

3. A strong positive statement is being prepared to serve as the Tobacco Industry Research Committee's comment on the new Hammond-Horn report. This should be a statement from Mr. Hartnett, re-emphasizing the affirmative approach.

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