

Exhibit 12

Mr. Richard W. Darrow

May 25, 1955

Carl Thompson

Mass., Hill
Doss
Hoyt
Kahn

The following is a rundown of the status of certain steps being taken in anticipation of the June 6 presentation of the second Hammond-Horn report at Atlantic City:

1. Reprints of the Dr. Rienhoff article in Pageant were mailed on May 6 to our complete lists of public information media. Fairly good newspaper response, both editorial and news, have already been noticed.

2. Dr. Little's press conference, held May 16, resulted in fairly good publicity. Copies of this statement and press release went to our complete lists. The statement is being printed in a 3-5/8" x 8 1/2" pamphlet for further distribution.

A request for 300 additional copies has already been received from one local medical group in Pennsylvania for distribution to its members.

3. On Monday, May 23, reprints from the Arin article in Current Medical Digest were mailed to our complete lists. This was a followup to the original publication of the article and press release which was sent out by the Digest at that time.

4. An announcement of grants, bringing the total to date to \$490,000, is being prepared for release Wednesday, June 1, with a mailing scheduled for Friday, May 27.

5. Recordings of the "Growing Old Symposium," featuring a discussion on smoking with Dr. Hess, etc., which we all have heard and transcripts of which we have, have been sent out to certain key radio stations and some report of their use, or intended use, have already been received.

6. A brief report on Dr. Little's press conference was prepared for the radio-TV news service, AIR LINES, and distributed through that organization in their service of May 20.

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7. Two editorials are scheduled for distribution by the U. S. Press Association. The first is a brief summary of Dr. Little's press discussion, which will go out in the May 26 U.S.P.A. report. The second, scheduled for the June 2 mailing of the report, is a comment on the Dr. Arkin article.

8. Efforts have been made to provide all the assistance possible in making the two Murrow shows, scheduled for May 31 and June 7, as timely and positive as possible.

9. Arrangements have been made -- and will be covered in detail under a separate memorandum -- for transcribing pertinent sections of the Murrow show immediately after its presentation, and providing copies of these transcripts to major news outlets in New York early in the morning following the show.

10. Arrangements have been made for coverage of the A.M.A. meetings, including the symposium at the American College of Chest Physicians in Atlantic City on June 2, which will include Dr. Ochsner among the participants.

Leonard Zahn plans to go to Atlantic City, Thursday, June 2, and return Tuesday, June 7. We have been assured that he will be given press privileges to attend the various sessions (arranged through Ben Pillic in Chicago).

In addition, Jack Gaiger plans to attend the meeting but exact arrangements for him have not yet been confirmed.

11. Drafts of the statement to be issued at the time of the Hammond-Horn report are in preparation -- and probably will continue to be up until the last minute.

The following are less directly related:

12. The proposed Argoey piece, by Dick Reddy, is now scheduled for the August issue and the latest revision we have seen in proof form shows that it will be an extremely positive piece.

13. A new magazine entitled Male Illustrated carries a positive piece by Albert Cartanel. This is the first issue of that magazine and it is being distributed by the American News Company. The author is the same man who edited (?) wrote (?) the piece that appeared a couple of months ago in Popular Medicine.

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14. An article debunking the lung cancer scare is scheduled for an early issue of the widely-read magazine, Confidential. The exact present status is not known.

15. A popularized version of the Pfeiffer piece has been submitted for consideration by American Weekly and no current information is available on its status.

16. The proposed Dr. Harry Greene book has been submitted to the chairman of the Law Committee for an opinion as to TIRC's distribution of this, when published, to scientific and public libraries. This book could probably hit late in the fall if every-thing goes well -- especially with Mr. Whitehead.

17. No definite moves have been made yet concerning the possibility of a prominent statistician (Arini?) for meeting with the press shortly after the Hammond-Horn report. This project should be ferred up.

C. E.

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