

December 29, 1954

**BREAKDOWN OF  
NOVEMBER STAFF  
CHARGES**

MEMORANDUM TO: Mr. Timothy V. Hartnett

The Public Relations budget for TIRC for 1955 provides for four full-time staff members, three full-time secretaries and the availability of other Hill and Knowlton, Inc. staff members of specialized talents and experience from our various departments. These part-time specialists are used on TIRC only as needed and for such time as may be required to complete assignments given them. Estimates of time required from specialists, field staff members, stenographic and clerical employees were based on experience of the more recent months since the operations passed the organizational phase. The budget for public information activities during 1955 reflects the increased activities made necessary by growing press and public interest in the subject of tobacco and health as well as necessary additional efforts to get the industry's case before the public.

The following analysis of work performed by Hill and Knowlton, Inc. staff members for TIRC during the month of November, 1954, will indicate how the time of the Company's various specialists is applied as needed to meet the varying requirements of the TIRC program:

**NEW YORK STAFF**

Richard W. Darrow (79 hours; 51 billed)

General public relations activities;  
liaison with TIRC staff, tobacco industry  
and Washington contacts; assistance in  
the preparation of materials and program  
items.

Carl G. Thompson, Jr. (190 hours; 147 billed)

(Full-time)

Operational management of public relations work including: press relations, drafting of press releases, reports, booklets, guidance of editorial research activities; handling of specific projects such as: providing liaison with and information to interested government elements; special coverage of Clinical Congress, American College of Surgeons at Atlantic City, N.J.; acting secretary, Industry Technical Committee at Richmond.

Kenneth L. Austin (150 hours; 147 billed)

(Full-time)

Editorial research -- drafting of copy for booklets such as the proposed Research Booklet; preparation of abstracts and draft material of the type made available in November, for instance, to Albert Ostrow, author of forthcoming book on the beneficial aspects of smoking; also, assistance in coverage of such meetings as briefing sessions at Sloan-Kettering Memorial; field contacts and assistance to cooperating groups and handling of some of the press calls.

James P. White, Jr. (151 hours; 147 billed)

(Full-time)

Handling of press analyses; drafting of certain materials on tobacco in general; direct contacts and correspondence to obtain advance information on medical and scientific meetings such as American Medical Association, American Pharmaceutical Manufacturers Association; obtaining of scientific papers and materials; and handling of requests for information concerning TIRC; maintenance of Public Relations Information files.

Edward W. Barrett (6 hours)

Assistance on drafting of possible editorial and advertising materials.

Edward J. Doherty (12 hours)

Special writing assignments such as drafting proposed program and press release suggestions for Tennessee project.

Edwin F. Bakin (24 hours)

Research and writing for basic speech materials and drafting of speech for possible use by Dr. Tucker.

Harry Haller (20 hours)

Coverage of scientific meetings; reports on American Cancer Society activities; analyses of scientific papers.

Research Department

Eleanor Harvill, Maja Bentley (15 hours)

Editorial research on specific requests.

Education Department

Albert L. Ayars (4 hours)

Assistance on contacts with Public Affairs Committee concerning cancer publication intended for school distribution.

Publicity Department

Roy J. Battersby (5 hours)

General supervision and personal contacts in press relations program -- newspapers, press associations, radio, TV and magazines. Specific assistance on timing press releases on Dr. Hockett and on placing Haller-Rueper and Rienhoff story.

Harmon A. Harris (6 hours)

Newspaper contacts, particularly special feature sections and editorial writers.

William A. Hosié (40 hours)

Radio and TV contacts and monitoring, including liaison with Edward R. Murrow on the projected "See It Now" program; special cancer program on KRCA-TV; and handling of Eric Sevareid request for TIRC spokesman.

Ben Schecter (26 hours)

Contact with press associations, feature syndicate and newspapers, including work specifically on recent Blakeslee AF series, Kenneth Gilmore series for NEA; press association attention to speech by Dr. Rienhoff, and checking on press plans for handling Ochsner book.

Will H. Yolen (26 hours)

Magazine contacts, including specific attention to such articles as Leonard Engel's piece in HARPER'S; Caroline Bird article in ESQUIRE.

Art Department

Frank A. Vitale (7 hours)

Layout sketches for proposed research booklet, cover sketches for proposed research booklet.

Library

Three Staff Members (32 hours)

Checking of general magazines, newspapers, tobacco trade and other publications for significant items from TIRC point-of-view; assembling clips for reproduction and distribution; filing of clipping library; and special newspaper checking for individual items.

Field Offices

Washington: Basil R. Littin (55 hours)  
Clifford Guest

Continuing information service from legislative and executive departments; contact with National Cancer Institute and other elements of U. S. Public Health Service, Agriculture Department, Internal Revenue Service, coverage of meetings such as Armed Forces College of Surgeons; placement of distribution of press materials to Washington newspapers, press associations, correspondents, radio and TV.

Chicago: Ben E. Fillis, Jr. (6 hours)

Liaison with AMA and College of Chest Physicians offices, coverage of meetings such as Air Pollution Association; routine information assistance.

Secretarial, Stenographic,  
Etc. (692½ hours)

Full-time service of two and part-time, as needed, service of 19 secretaries, stenographers, mailroom and duplicating personnel in New York, Washington and Chicago offices. This includes photostating work; typing of abstracts; collating, addressing and mailing press releases and other material. (Time charge made only for overtime work by mailroom and duplicating employees.)

Note: Supervisory and counseling time of John W. Hill, Bert C. Goss, Richard W. Darrow and Edward W. Barrett is not reflected in the time charges and no time charges are made for information from press and other sources relayed by Hill and Knowlton representatives in Cleveland, Cincinnati and Los Angeles. The summary above does not include the time of Hill and Knowlton, Inc. personnel assigned directly to the administrative work of the Tobacco Industry Research Committee (W. T. Hoyt, E. C. Kelley, E. T. Kaiden.)

The November activities reflect a rather normal pattern for recent months. Charges for staff time and expenses totaled \$15,531.00. The proposed budget for 1955 contemplates the addition of one full-time staff member and one full-time secretary made necessary by the increased calls for service to the press and others. It also provides for additional field trips for assistance to cooperating organizations, including substantially increased assistance from experienced field men to supplement the increased efforts of New York staff members in this type of work. It also provides for costs of assignments contracted to outside scientific writers working on special publication projects.

Hill and Knowlton, Inc.

RMD/rs