

THE TOBACCO INSTITUTE, INC.
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WILLIAM KLOEPFER, JR.
VICE PRESIDENT-PUBLIC RELATIONS

*Myers to
Danner's
Alb...*
October 2, 1969

INFORMATIONAL MEMORANDUM

TO: Messrs. Haas, Ramm, Smith and Yeaman
FROM: William Kloepfer, Jr. *WK*

"The Smoking Question"--Channel 23, Richmond

Within the project you authorized recently, the Institute participated as consultant in the production of a three-hour telecast September 30 seen on educational channels in Richmond and Harrisonburg, Va.

Our stated goal was to learn whether open-minded scientists could discuss smoking and health publicly and face-to-face with antismoking advocates and leave an impression with the audience that causation is an unanswered question.

Those of us who viewed the broadcast together in Richmond--tobacco executives, attorneys and public relations men--believe we achieved our goal.

Drs. Langston, Sommers and Sterling participated at our suggestion. Drs. Auerbach, Horn and Brook (thoracic, Medical College of Virginia) participated at the invitation of the local voluntary health associations. Aside from certain pretaped background segments, the principal feature of the three-hour broadcast was the thrusts and parries of these gentlemen, and their responses to questions telephoned by viewers.

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Alan Donnahoe, publisher of the Richmond newspapers, saw the show and asked the Institute for a complete transcript in order to prepare a lengthy article or series of articles on the controversies as discussed.

As noted in the enclosed clipping, Dr. Horn stated that the case against cigarettes is not medically proved. Also, in agreement with Dr. Sommers, he stated that agricultural sprays on tobacco leaf are not a health problem because so little residue is present in tobacco smoke.

The Institute has purchased a video tape of the program. It will be delivered to a professional transcriber today, and a written transcript will be furnished in a matter of days to Institute members.

The tape is not usable for programming in other locations because of the frequent local and oral references. But we will decide on the feasibility of editing it into a film length and content suitable for your viewing, to enable you to make your own better judgment as to the appropriateness of this "confrontation" technique; and for the purpose of encouraging other open-minded scientists to state their views in similar forums.

We will keep you advised.

njp

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cc: Hetsko	Pollack
Stevens	Hardy
Shinn	George
Millhiser	Holtzman
Staff	