

THE TOBACCO INSTITUTE, INC.  
1776 K STREET, NORTHWEST  
WASHINGTON, D. C. 20006

296-8434

WILLIAM KLOEPFER, JR.  
VICE PRESIDENT-PUBLIC RELATIONS

August 28, 1969

Mr. Frederick Haas  
Liggett & Myers Tobacco Co.  
630 Fifth Avenue  
New York, New York 10020

*Handwritten notes:*  
See my CK  
Horn 9/4  
Shinn  
HH

Dear Fred:

We have an opportunity to put across some of our views on smoking and health on a TV show, and I would like to call you early in the week after Labor Day to seek your approval.

Back in June, Brooks George told us the voluntary health organizations in the Richmond area wanted to work with us on a smoking-health program on as nearly a 50-50 basis as could be arranged, for broadcast over the Richmond educational channel in September.

We have been in communication with the Richmond people ever since, and with Dave Hardy and Bill Shinn, and are now at the point where we can recommend this project and, with our approval, follow through on the details of production.

Here is how the broadcast would develop:

It would mainly consist of a live confrontation and panel discussion by Horn, Auerbach, and a Richmond thoracic surgeon named James W. Brook, who have been invited by the local health groups and who have agreed to appear, and three experts whose participation would be arranged by Dave Hardy and Bill Shinn. The panel would also respond to questions phoned from viewers.

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The following segments would be used to punctuate the discussion:

There would be a true-false questionnaire, publicly circulated in advance to stimulate interest in the show, with the correct answers to be given during the program. Sample question: "More than half of all Americans over 21 are cigarette smokers--true or false?" Sample of a question we would not approve: "Statistics show that stopping cigarette smoking is beneficial--true or false?" We would approve the ten questions to be used.

There would be a segment on the history of tobacco, which we would prepare.

There would be a brief history of the various smoking and health reports issued by the government.

There would be a segment in which Auerbach would show his slides about cell changes.

There would be a segment of filmed statements by medical and scientific experts, selected from among tobacco industry expert witnesses, connected with a narration prepared by us. (We have these film segments, prepared this summer in Canada, featuring Rosenblatt, Buhler, Sommers, Cederlof, Sterling and Wright). The total script for this segment would be subject to Mr. Hardy's okay.

The Institute would be identified as a "consultant" in the production of the show--not as a "sponsor" of anything involving the appearance of Horn et al.

We would not take part--and there would be no show--unless all of the conditions are met which are spelled out in the enclosed draft letter to Mr. Todd of the Richmond Area Tuberculosis Association, one of the agencies we have been working with. The Richmond people are satisfied with these conditions, and they understand we would not make our recommendation to you absent them.

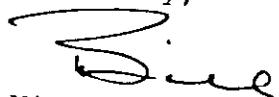
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Why do we recommend this? We all agree that the industry view of the smoking-health controversy should be "heard." We think our experts can stand up effectively against the antismoking spokesmen, and demonstrate that there is indeed a scientific controversy.

As stipulated, this program will not be seen outside the local area, unless we later want to use a tape of it elsewhere. Thus it will not impinge on our legislative question. But it will enable us to evaluate our ability to confront the antismokers publicly, which can be of great importance after our legislation is enacted.

I will be in touch with you promptly and try to answer any questions you have about this. Thanks for your attention.

Cordially,



William Kloepfer, Jr.

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(Similar letter to Messrs. Yeaman, Ramm and Smith)

cc: Messrs. Hardy, Shinn, Austern and Clements

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