

**Demonstrative 22: Youth Smoking Prevention**

U.S. Exhibit 17,576

<b>Topic</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title or Description</b>	<b>Document Date</b>	<b>Quote or Example</b>
Preventing Restrictions on Marketing	U.S. Ex. 67,263	TIMN 0018970-8979	The Development of Tobacco Industry Strategy	Early 1980's	"...a more sophisticated understanding by government regulators of the needs/behaviors of industry. For example, a program to discourage teens from smoking (an adult decision) might prevent or delay further regulation of the tobacco industry." (at 8976) "Programs must help us develop new political and business relationships, i.e. build further alliances." (at 8977)
	U.S. Ex. 67,270	TIMN 0067411-7421	"New Directions Implementation" Memo to the TI Executive Committee from Horace R. Kornegay (TI Chairman in 1985, VP of RJR in 1994) Samuel D. Chilcote, JR. (Pres. Of TI in 1992)	October 19, 1981	Action #4 is the "Delivery of our youth messages ...accompanied by promotion of our activities to youth and educational authorities." (at 7417) "Priority Strategy # 6: To review long-standing advertising guidelines. "Rationale: Voluntary guidelines...Current assurance of their adequacy and greater public knowledge of their existence can help soften negative public opinion about brand advertising." (at 7418) With respect to review of advertising guidelines: "Action # 2: The Committee [of counsel] to review all of the voluntary guidelines adopted by the industry as early as 1963 and improved as recently as this year, in terms of their adequacy to meet advertising and promotional requirements while withstanding insofar as possible the continuing assaults on advertising from anti-smoking spokesmen." (at 7419)

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	U.S. Ex. 74,873	04210397-0441	Responsible Living for Teenagers: A Public Service Proposal for the Tobacco Industry	May 1982	<p>“In its staff report on cigarette advertising, the Federal Trade Commission berated the industry for not better regulating itself in this area.” [namely “teenage smoking”] (at 0399)</p> <p>“...designed to offset further erosion of the industry’s image in this area, reverse political trends and gain recognition of our efforts from public service organizations and public officials.” (at 0399-0400)</p> <p>The sole <u>objectives</u> of the program are listed as:</p> <ol style="list-style-type: none"> <li>I. To create a broad public awareness of the industry’s position that smoking is an <u>adult</u> custom. [emphasis in original]</li> <li>II. To establish positive working relationships with key public and private officials interested in the needs and welfare of youngsters.</li> <li>III. To demonstrate that the voluntary approach to the issue is preferable to a mandatory one. (at 0401)</li> </ol> <p>The document lays out plans for involving other organizations and has specific plans for advertisements about the fact that the tobacco industry is doing something about youth smoking. Mailings about the program will go to legislators, professional organizations, child welfare and recreation groups, civic and public service organizations, manufacturers of children’s products, and journalists and communicators.</p>

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	U.S. Ex. 74,879	04210444-0455	Committee Recommendations on 'Responsible Living' Project. Written by T. Humber, Chairman of the Communications Committee at TI	April 12, 1984	<p>This document describes the plans to work with the National Association of School Boards of Education (NASBE) and test the program in a couple of states. The evaluation of the program would look at whether adults did not find the program credible. It would assess public references to the program and testimonial endorsements. Missouri and Kansas were chosen for testing it on the basis of their size, "state legislative conditions, the impact on federal relations, our ability to purchase advertising space confined to the state." (at 0449-0450)</p> <p>The document refers to the "Public Relations Plan Timetable" (at 0450)—Meetings will be held to prepare the launch, the purposes of which will be to:</p> <ul style="list-style-type: none"> <li>Identify key state education personnel</li> <li>Identify key legislative personnel....</li> <li>Identify other potential program endorsers." (at 0450)</li> </ul>
	U.S. Ex. 74,879	04210444-0455 continued	Committee Recommendations on 'Responsible Living' Project. Written by T. Humber, Chairman of the Communications Committee at TI	April 12, 1984	<p>They will meet with "...targeted educational personnel. The purpose of these meetings is to log the individual's response to the program with an eye toward either encouraging a testimonial upon public announcement of the program or participation in the launch itself." (at 0451) There is no mention of enlisting help to get the program to parents.</p> <p>"Throughout these sessions, an emphasis will be placed on recruiting prominent educators, legislators and others to endorse the program publicly immediately after the launch." (at 0451)</p> <p>Ten days before the launch a media advisory will be sent to the press and they will meet with sympathetic reporters and editors around the state.</p> <p>"The editorial boards of the state's newspapers will be the first level targets for program spokesperson contact...the orchestration of positive comments and program support will supplement this process." Thus, the plan focuses on influencing opinion leaders, not on getting the materials to parents or influencing parents. (at 0451-0452)</p> <p>Nothing in this document indicates that there was any effort to assess the effects of this program on parents' communications to their children.</p>

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	U.S. Ex. 67,287	TIMN 174394	Memorandum from Anne Duffin to David Henderson and Roger Mozingo Promotion of NASBE/TI youth program before legislative and other audiences	November 27, 1984	Conveys a speech to be given to two conferences of legislators. “The purpose of such appearances is three-fold: to promote the program, to discourage sampling and other legislation and to solicit quotable comment from community leaders.” (at 4394)
	U.S. Ex. 67,288	TIMN 174575-4601	Progress Report on the Responsible Living Program for the Communications Committee	June 10, 1985	Two objectives of the program (which involves Helping Youth Decide and Helping Youth Say No): “...increase public awareness that the tobacco industry does not market cigarettes to youngsters. ... demonstrate to public policy makers...and other concerned with the welfare of youngsters...that the industry is acting responsibly in this area.” (at 4575) Preventing smoking is not listed as an objective. “We hoped we’d make points...on the Hill...points among state legislators...points among influential educators...” (at 4577) TI accumulated 45 pages of quotes from people favorable to the program. (at 4579)

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	U.S. Ex. 67,288	TIMN 174575-4601 Continued	Progress Report on Responsible Living Program for the Communications Committee	June 10, 1985	<p>The report lists ways that TI staff have used the program to forestall legislation:</p> <p>In Michigan, New Hampshire (prevented sampling ban), Maryland (prevented transportation advertising ban), Wisconsin (used it to “avoid attachment of a sampling ban to a measure establishing an 18-year minimum cigarette sales age”). In California, it was used to “defeat a half-cent tax increase earmarked for anti-smoking ‘education’ in the schools.” Used with the National Black Caucus of State Legislators in a dozen states. Tributes from Pennsylvania legislators were presented. “The Indiana state senate voted a commendation.” Favorable comments from the California Assembly leader, the President of the Illinois Senate, the President pro tem of the Michigan Senate, the President of the New Hampshire senate, the Chairman of the Missouri committee on children, youth, and families; the chairman of the Indiana house education committee. Also Texas (4591-4594)</p> <p>Describes a plan to use the PR team in selected states “...where our legislative counsel want them. We plan first to schedule our national ad in the capital city newspaper. Then we’ll pop in the Jolly and Walker Show...and follow with a new, success story ad...” (at 4599)</p>

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	U.S. Ex. 67,286	TIMN017 4182-4192	“Helping Youth Decide” - A Presentation for Communications Committee	October 30, 1986	<p>In describing Helping Youth Decide, “Note I say ‘project’ Because that is exactly what ‘Helping Youth Decide’ –HYD for short—is. What it <u>should</u> be... is a legislative program...and it is now ready to be that.</p> <p>The need for this legislative resource is greater than it ever has been. The cigarette advertising issue has been right smack at center stage now since last spring...on Capital Hill...and, increasingly, in states and cities. You know about Atlanta, and Boston, and San Francisco.</p> <p>The concept behind development...and free distribution... of the parent guidebook was first used almost five years ago...in the TI fire program. It’s the concept that we can do <u>well</u> by doing <u>good</u>.” (at 4183) [emphasis in original]</p> <p>“...when Jolly Ann Davidson told the Waxman committee about the program...Jolly even had Congressman Jim Scheuer nodding genially in agreement about the need for better family communication. No one said a snide word...about TI...” (at 4187)</p>
	U.S. Ex. 67,286	TIMN017 4182-4192 Continued	“Helping Youth Decide” - A Presentation for Communications Committee	October 30, 1986	<p>Then describes a plan to introduce a new booklet, “Helping Youth Say No” in “the home territory of Congressman John Dingell...Chairman of the Commerce Committee.”</p> <p>Then notes that regional vice presidents were clamoring to have the introduction done into their region and that: “Roger said the Northeast was a must...because of pending restrictions on sampling and advertising.” (at 4188)</p> <p>The speech notes that “<u>We</u> knew that...to be of most help at the next round of ad hearings...it had to be in a town that meant something to <u>someone</u> on the Hill.” (at 4189) [emphasis in original]</p>

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	U.S. Ex. 67,286	TIMN017 4182-4192 continued	Helping Youth Decide A Presentation for Communications Committee	October 30, 1986	“...a major task of NASBE in each community...beginning with the pilot...will be to compile a tangible record...anecdotes, quotes, and photographs...endorsements and proclamations...numbers on books distributed, families and groups participating, workshops...editorials. That record will then be available for show and tell— <u>by our lobbyists</u> —on Capital Hill, in Albany, Columbus, Ohio, San Francisco—wherever it’s needed—to demonstrate the industry’s good faith effort ... in continuing community efforts ... to help America’s parents maintain influence in the lives of their young teens.” (at 4190)
	U.S. Ex. 67,289	TIMN 195117-5118	Memo from William A. Cornell, Jr. to Don De’Errico “Youth Program Mailing”	November 28, 1990	Lists key Pennsylvania legislators to whom packets about the youth program should be mailed.
	U.S. Ex. 62,860	TIMN 0164422-4424	Discussion Paper from the Tobacco Institute	1991	<p>A youth program will: “support the Institute’s objective of discouraging unfair and counterproductive federal, state, and local restrictions on cigarette advertising, by:</p> <p>Providing on-going and persuasive <u>evidence</u> that the industry is actively discouraging youth smoking and independent <u>verification</u> that the industry’s efforts are valid. . .[emphasis in original]</p> <p>-Seizing the political center and forcing the anti-smokers to an extreme . . .” (at 4422)</p> <p>The strategy will include:</p> <p>“1. Heavily promote industry opposition to youth smoking ...</p> <p>3. Work with and through credible child welfare professionals and educators to tackle the ‘problem.</p> <p>4 Bait anti-tobacco forces to criticize industry efforts. Focus media attention on anti-’ extremism ...</p> <p>5. Establish the sense of a growing, well-accepted program by encouraging a proliferation of small, local projects...” (at 4422)</p>

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	<p>U.S. Ex. 89,189</p> <p>U.S. Ex. 89,191</p>	<p>25000826 30-2634</p> <p>25000826 30</p>	<p>Memo: Status of PM USA Youth Initiative Programs From: Joshua Slavitt To: William I. Campbell</p> <p>Covering Memo: Status of PM USA Youth Initiatives Programs  From: Joshua Slavitt To: Ms. Pat Tricorache</p>	<p>March 1, 1991</p>	<p>Conveys materials for the Youth Initiative Program. “Regional Directors are supporting legislation to promote our objectives in preventing youth smoking while protecting our sales and marketing practices.” (at 2631). The legislation to be sought will “Include state preemption clause prohibiting localities from adopting their own specific tobacco sales laws.” (at 2631) Media activities will include efforts to get publicity about “General Youth Initiatives.” “To assist Government Affairs, 20,000 brochures will be printed for distribution to legislators, the press and citizens groups concerned about youth and smoking.” (at 2632) Twenty Letters to the Editor have been sent that outline PM USA’s position on youth and smoking, as well as refuting attacks by anti-smoking groups on our sales and marketing practices.” (at 2633) No mention is made of evaluating the Youth Initiatives either in terms of their effects on youth or even the extent to which youth are being reached with them. Joshua Slavitt -- (PM Issues Manager, 1992) <i>Handled "It's the Law" program for Philip Morris</i>. He was working at PM in 1991 and still there as late as 2001. (Tobacco Documents Online). Patricia Tricorache. Her title was Specialist, Public Relations &amp; Administration, for Philip Morris International in the Westchester, New York office. (Tobacco Documents Online).</p>
	<p>U.S. Ex. 66,491</p>	<p>51199902 0</p>	<p>Memo from T. C. Harris to T. N. Hyde, “Planning Meeting on Impending Prop 99 Efforts”</p>	<p>December 20, 1991</p>	<p>“...I believe that a concentrated implementation of the Youth Non-Smoking Program is a critical component, as it gives us a <u>credible</u> way to show that the Proposition is unnecessary, whether we do it via ads or in negotiations.” (at 9020) [emphasis in original]</p>

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	U.S. Ex. 89,192	20239168 66-8667	Memo From Joshua Slavitt Subject: "Counter ASSIST Plan"	January 17, 1992	ASSIST was a program to assist 17 states increase their tobacco control efforts that was funded by the National Cancer Institute and the American Society. The memo lists "... the most effective means of disrupting ASSIST." (at 6867) Number 6 is: "Also, as a major goal of ASSIST is to reduce youth incidence, the tobacco industry could also offer our own youth initiatives with Tobacco Helping Youth Say No, and the COURSE Consortium ... and suggest that further Federal or state funding is not needed for youth anti-smoking campaigns." (at 6867)
	U.S. Ex. 66,674	20402366 85-6706	Speech by Ellen Merlo to the PM sales people of Region 1 (the Northeast)	October 24, 1994	In Vermont: "We will monitor the state closely, using sales force members and retail outlets where possible, and attempt to oppose any local advertising bans or marketing restrictions as they come up." (at 6696) Speaking of the Synar amendment as it relates to Penna., "What we oppose, however, are unfair enforcement techniques, specifically vigilante-style 'sting operations' conducted by anti-smoking groups." (at 6700) "Advertising and marketing restrictions are likely to be introduced at both state and local levels. "We will be attempting to manage this activity by taking a responsible position with regard to sales to minors." (at 6701) "One of our biggest marketing threats results from illegal cigarette sales to minors. "It is imperative that we get as many retailers as possible participating in the 'It's the Law' program." (at 6703)
	U.S. Ex. 66,674	20402366 85-6706 Continued	Speech by Ellen Merlo to the PM sales people of Region 1 (the Northeast)	October 24, 1994	"Our goal is to prevent youth access to cigarettes and encourage a situation where enforcement activities are not necessary because everyone is using the 'It's the Law' program. "Then we can go to legislators and say, 'Look, you don't need to pass marketing restrictions and in-store display bans to discourage youth smoking, because everybody is complying voluntarily with the minimum age law.'" (at 6704)

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	U.S. Ex. 66,719	20451752 51-5261	Memo from Linda Divall regarding the National Survey Annotated Questionnaire, summarizing data from the survey.	July 21, 1995	Assessed percent of public that heard of Action Against Access (only 9% had heard of it). “44% believe that the program is a legitimate effort to prevent minors from smoking while 41% believe that it is mostly a publicity stunt. “44% state that they have seen/read/heard something recently concerning the FDA’s request to regulate the tobacco industry.” (all at 5251) Results regarding respondents views about government regulation on health and other issues are reported. “...53% of public agree that the FDA should assert greater control over the tobacco industry as nicotine is an addictive drug while 42% disagree.” (at 5252)
	U.S. Ex. 89,212	25012414 04-1444	Juvenile Integrity Initiative Draft Proposal, EEMA Region	August 11, 1995	Presents a plan for efforts to do things related to youth smoking in an effort to prevent onerous legislation. For example, access reduction efforts “2. Launch of Voluntary Age Limit of Sales: Advantages ... supports industry against anti’s demands for ad bans.” (1415) 1. Support of Legal Age Limit for Sales. Advantages: “Signals the ultimate responsibility belongs to parents & society.” (at 1413)

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	U.S. Ex. 66,773	20476900 71-0090	Presentation to the Board: FDA Issues Update  By Steven C. Parrish	August 30, 1995	<p>“...it was just a year ago that a new theme emerged—the issue of youth smoking.” (at 0072)</p> <p>“...we decided that if we could effectively address youth smoking through a bold new program, we might be able to undercut Kessler’s plan to it as a Trojan horse.” (at 0073)</p> <p>PM encouraged talks between the White House and southern Democrats hoping “...they would lead to a meaningful program involving two elements: actions focused on youth <u>access</u> to cigarettes and elimination of any role for FDA in the regulation of cigarettes.” (at 0075) [emphasis in original] In response to this and other evidence that an FDA regulatory proposal might be forthcoming:</p> <p>In the face of FDA regulation that appeared likely to be proposed, “...we launched our Action Against Access program. We had hoped that the negotiations between the Southern Democrats and the White House might lead to something which would include the elements of our “triple A” program. But as the drumbeat got louder we decided to move on our own. On June 27, we announced AAA.” (at 0077)</p>
	U.S. Ex. 66,773	20476900 71-0090 Continued	Presentation to PM board on FDA issues by Steven C. Parrish	August 30, 1995	<p>“Let me review with you the basic thinking behind this program. We believe that the best way to make a difference in youth smoking is to attack the ability of kids to get their hands on cigarettes. We also believe that advertising is not the cause of youth smoking and that unreasonable restrictions on ad placement, promotions or sponsorship or <u>any</u> restrictions on ad content are not justified...” (at 0077) [emphasis in original]</p> <p>“...we are strongly opposed to a number of the specific <u>elements</u> in the President’s plan, particularly those that relate to restrictions on the content of advertising...” (at 0082) [emphasis in original]</p>
	U.S. Ex. 66,727	20451911 91-1315	Action Against Access Module – Date Charts	November 26, 1995	<p>Shows awareness of the Action Against Access program from August through November of 1995. Awareness is greater among those over 35 than among those 18-24. Awareness is lowest (only 13.8%) for convenience stores. (at 1197)</p> <p>Among those 18-24 who were aware of the program, only 14.8% said that it had led to increases in asking for ID. (at 1296)</p>

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	U.S. Ex. 66,760; U.S. Ex. 66,761	20469450 02-5003F	A series of emails among Ellen Merlo, Howard Liebengood (Executive Vice President, Government Affairs), Steve Parrish, David Nicoli, and Jim Morgan	April 1996	First one from Ellen Merlo asks Howard Liebengood for input about where to run ads about the “aaa ad” [Action Against Access] (at 5003 F) Liebengood suggests Roll Call, The Hill, National Journal, Congressional Quarterly, and both local newspapers, the Post and the Times. (at 5003 E) Merlo replies that they are running ads in legislative publications and that they were “running a full schedule on the youth ads in legislative and general magazines at the same time.” (at 5003 E) On April 9, Liebengood asks “Aren’t the consumers we are interested in largely those on the Hill?” (at 5002)
	U.S. Ex. 66,818	20629056 40-5641	“Under 18 No Tobacco” Program Commences The Hannah Report—Ohio’s Legislative and Governmental Information Source	August 13, 1996	Describes availability of training to retailers about how to prevent youth access to tobacco. The first paragraph of the article gives a number to call for training. The paper seems an unlikely way to reach merchants. The article goes on to advocate the passage of a law making it illegal for young people to attempt to purchase tobacco.
	U.S. Ex. 66,817	20623987 53-8756	Draft Document – Vermont Ingredients Disclosure Plan Author unknown.	August 16, 1996	Under actions to be taken: “Youth Issues: Utilize proactive programs on Youth Issues to counter negative [sic] publicity generated from ingredients disclosure debate. Become hyper-aggressive in execution of AAA [Action Against Access] program and communication of it.” (at 8755)

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	U.S. Ex. 67,252	TICT 0005792-5793	Tobacco Institute Press Release: Industry shares goal of reducing youth smoking, joins with others in opposition to FDA rules	August 23, 1996	<p>“The Tobacco Institute today said that the cigarette manufacturers continue to support reasonable efforts to keep cigarettes out of the hands of children while continuing to challenge the unlawful assertion of jurisdiction over cigarettes by the Food and Drug Administration.”</p> <p>“The industry regrets that a more constructive solution –one that promotes efforts that can be reasonably expected to reduce youth access to tobacco— was not announced today.” (at 5792)</p> <p>“The tobacco industry, working with retailers and wholesalers across the country, is engaged in the largest ever effort to train and educate retail clerks to do just that.” [i.e., reduce youth access.] (at 5793)</p> <p>Goes on to describe the We CARD program...”WE CARD is now making a measurable difference.” (at 5793)</p> <p>No evidence of the Measurable difference is presented.</p>
Promote the belief that adolescent smoking is due to peers and parents	U.S. Ex. 62,860	TIMN 0164422-4424	Discussion Paper (from the Tobacco Institute)	1991	<p>A youth program will:</p> <p>“support The Institute’s objective of discouraging unfair and counterproductive federal, state and local restrictions on cigarette advertising, by: ...</p> <p>Reinforcing the belief that peer pressure – not advertising – is the cause of youth smoking</p> <p>The strategy will involve heavily promoting industry opposition to youth smoking and aligning the industry with a “broader, more sophisticated view of the problem, i.e., parental inability to offset peer pressure.” (all at 4422)</p>

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<p>Improve the Image of the Tobacco Companies and Reposition Smoking as a Normal and Rational Lifestyle Choice</p>	<p>U.S. Ex. 67,263</p>	<p>TIMN 0018970-8979</p>	<p>The Development of Tobacco Industry Strategy</p>	<p>Early 1980's</p>	<p>Reasons Strategy is Needed:            Cites challenges: Health, taxes, ingredients, labeling, advertising, Organized adversaries are united for the first time. (at 8971)            Firmly committed supporters are diminishing            “The entire tobacco industry is subject to negative press, adverse legislation and criticism from the public-at-large. To counteract this negative image and to demonstrate to the public that we are a responsible industry and are capable of looking beyond our own interests, we have developed an outline of several public service programs for industry consideration....            The Tobacco Institute is proposing the expansion of the tobacco industry’s involvement in public service and social affairs. Our objectives for public involvement are:</p> <ol style="list-style-type: none"> <li>1. To receive broad recognition for responsible public service, i.e., to offset the notion that we place profitability above public welfare.</li> <li>2. To be viewed as constructively addressing tobacco-related issues of public concern.” (at 8975)</li> </ol>
	<p>U.S. Ex. 67,270</p>	<p>TIMN 0067411-7421</p>	<p>“New Directions Implementation” memo to the TI Executive Committee from Horace R. Kornegay (TI Chairman in 1985, VP of RJR in 1994) and Samuel D. Chilcote, JR. (Pres. Of TI in 1992) titled,</p>	<p>October 19, 1981</p>	<p>“Priority Strategy #4: To join in communicating sensible life-styles for youngsters.            “Rationale: Many efforts are made to discourage youth smoking but almost all of them consist of wrongful ‘scare’ tactics. Young people need knowledge of prudent youth lifestyles and encouragement to make informed adult lifestyle decisions later.” (at 7416)            Action #2 says they will develop messages that “stress both the practicalities and enjoyments of life divided into youth and adulthood, with emphasis on behavior appropriate for informed consideration at the adult stage, including a wide range from professional athletics to family responsibility, drinking or smoking. Rationality rather than fear could be emphasized.” (at 7417)</p>

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	U.S. Ex. 74,873	04210397-0441	Responsible Living for Teenagers: A Public Service Proposal for the Tobacco Industry	May 1982	<p>“...anti-smoking groups have spent a good deal of time and money discouraging youngsters from smoking. Unlike our proposed project, they present smoking as repugnant and unhealthy.” (at 0399)</p> <p>“It [the program] is designed to offset further erosion of the industry’s image in this area, reverse political trends and gain recognition of our efforts from public service organizations and public officials.” (at 0399-0400)</p>
	U.S. Ex. 62,860	TIMN 0164422-0424	Discussion Paper (from the Tobacco Institute)	1991	<p>A youth program will: The youth initiatives involve working “with and through credible child welfare professionals and educators . . . .”</p> <p>The paper recommends that the industry ... “establish the sense of a growing, well-accepted program by encouraging a proliferation of small, local projects; and appropriate co-ventures with other TI allies.” (at 4422)</p>
	U.S. Ex. 67,400	81760962-0971	Lorillard Youth Smoking Prevention Program Opinion PR/AD Launch Program Results Summary	January 20, 2000	<p>The stated objective was “Communicate the news of the launch of Lorillard’s new Youth Smoking Prevention Program. Strategy: Build as much 3<sup>rd</sup> party credibility as possible. Make the story national news.” (at 0964)</p> <p>PR activities included: Online Web cast; video News Release; Wire release; Press kit, and Responses to interview requests. (at 0965)</p> <p>Presents data on success in obtaining “placements” in national wire, national and local print, radio, and TV. (at 0966)</p> <p>No objectives concerning the evaluation of effects on youth smoking are mentioned.</p>

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	U.S. Ex. 22,355	20471390 45-9055	It's the Law Focus Groups— Cincinnati  To: Karen Chaikin From: Karen Eisen/Karen Ando.	March 8, 1995	<p>“Key research objectives among the young adult smokers included exploring their general reactions to the program, especially any negative reactions if Philip Morris was revealed to be the sponsor.”</p> <p>“Summary of Key Findings—Most smokers reported that the standards of the particular retailer have more influence than in-store signage on whether or not they will be ‘carded.’ ... When asked to imagine that their regular brand was the sponsor, no smokers, including the Marlboro smokers, reported that the knowledge would affect their regular brand purchasing.... Fewer retailers were aware of the employee notification poster, employee acknowledgment form, and employee buttons.” (all at 9045)</p>
	U.S. Ex. 89,213	PM30024 04643-4743	Series of Memos to PMUSA National Advertising Team from Strategy One concerning the quantitative evaluation of two newspaper inserts	August 5, 2002	<p>Describes the planning and results of a mall intercept study in which reactions were obtained to two brochures. One brochure described the PM website’s provision of information about the health effects and addictive properties of cigarettes, while the other, titled “Start Talking” discussed reasons to keep kids from smoking and the value of talking to them about it. The respondents were parents, members of the general public, and “opinion elites.” The latter group was defined as those between 35 and 64 who earn at least \$100,000 per year and have at least a college education. The study obtained ratings of Philip Morris’ Responsibility, then showed them one of two brochures, then got a second rating of Philip Morris.</p> <p>The items included in their responsibility scale included: “Philip Morris is working to prevent youth smoking” “Philip Morris USA does not market to youth” “Philip Morris USA does more than is required by law” “Philip Morris USA is a credible source on tobacco issues” “Philip Morris is changing for the better” and “Philip Morris is a responsible company”</p> <p>The results of the study were that both brochures improved opinions about Philip Morris on all items. The Start Talking brochure did better in improving ratings on a number of items, including ‘Philip Morris does not market to youth’ and “Philip Morris is a responsible company”</p>