

THE NEWSLETTERS' ATTRIBUTES

Name and Graphic design

In order to meet our objective of being read, the newsletter's graphic design will be original in format and style and its name will be accompanied by a descriptor that will reflect what we are trying to do, which is to bring balance to the tobacco debate. Options have been developed and will be presented to the Committee at Wednesday's meeting.

Editorial profile

The newsletter will be written and edited in a professional and journalistic fashion. Its tone will be intelligent and once again, enlightening and as dispassionate and non-confrontational as possible.

Half of its content will express the Industry's position on issues, with regular features and articles, and the other half will reprint, with permission where necessary, speeches, newspaper articles, transcripts related to issues facing the Industry.

Regular features could include: (Included in first issue)

- About this publication - this will explain why the Industry has decided to publish a newsletter. Although the first issue will profile this piece on its front page, it will later be transformed into a box featured on the back page of the newsletter;
- Tobacco in Canada - this will review shipments and available consumption and incidence figures, plus other statistics;
- The Index - what is in this issue of the newsletter;

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Quotable quotes box - featured on the back page of the newsletter, it will highlight outrageous quotes from representatives of the anti tobacco lobby;

About Internet - featured on the back page, it will review current correspondence on Internet;

For further reading box - featured on the back page, it will suggest books and magazines where the other side of the argument is illustrated or discussed;

For further information box - also featured on the back page, this box will inform on who is publishing the publication with an address for comments and suggestions;

Major articles on current issues (returning with updates)
(included in first issue)

The latest on plain packaging - since this issue is critical to the industry, the newsletter will review the latest news concerning this issue and publish reprints of columns or articles on the subject;

The latest on Environmental Tobacco smoke - since the Government will shortly begin its mass media campaign and that we know it will primarily focus on ETS, the newsletter will review the issue on a regular basis;

Possible articles or reprints for future issues:
(excluding first issue described later in this document)

Articles

Sponsorships - the Edmonton experience;

ETS - smoking restrictions in restaurants;

Nicotine and additives;

Bill 119;

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TPCA;

Litigation;

Economic impact of smoking on health care;

Discrepancies in the numbers between anti smoking lobby
and government officials;

Reprints

Terence Corcoran - Epidemiology epidemic hits third world
Globe and Mail - November 5, 1994;

Rex Murphy on anti-smoking crusade
CBC Prime Time News - November 2, 1994;

Smoke and mirrors in Canada's Health debate
Commentary - Globe and Mail - September 27, 1994;

For the anti-smokers, this is only the beginning
Hamilton Spectator - September 26, 1994;

Smoking is not as bad for you as medical experts have
claimed
The Sunday Times - September 11, 1994;

Propaganda, puffing and the public interest
Richard Pollay;

John Luik - True consumption;

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