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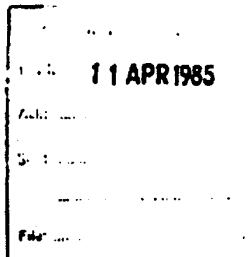
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10th April 1985

PRIVATE AND CONFIDENTIAL



Dr R E Thornton
British American Tobacco Company Limited
Group Research and Development
Regents Park Road
Millbrook
Southampton
Hants

Dear Ray

We have given a lot of thought to our recent discussions about your Compendium and feel we should let you have a note of our views in broad outline.

All those who have had the opportunity of reading the Compendium, including independent specialists, have expressed the view that it makes an important contribution to the debate on smoking and health and that it should be afforded a wider circulation and brought into the arena of public debate.

A number of important issues are involved in considering the possible alternative ways in which the paper should be handled. This is how we see them.

Credibility

- 1) The Compendium covers a very wide range of topics, most of which are the subject of study and work by specialists in medical science, epidemiology, genetic science, statistics etc. But presented under the authorship of one scientist, who - with all due deference! - obviously cannot be expert in all the disciplines involved and who is also a BAT employee, its credibility may well be challenged in several quarters.
- 2) The problem of credibility would not necessarily be solved by transferring authorship to another person. In any event, as far as we are aware no broadly acceptable and/or willing candidate is presently apparent.

Thornton, John R E, 10th April 1985
Lord Norton (10) John Miller, Michael Aronoff

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- 3) The attribution of authorship to another person or organisation (such as the Betell Institute) would almost certainly entail the new author(s) re-working the research and argument. A major snag in following this course of action is that there can be no guarantee that the outcome of the re-working and re-writing would be acceptable to the company. There is also the logistical problem that the re-working would probably take between 1 and 2 years which would mean an unacceptable delay in publication.

Legal opinion

- 1) It is possible that the company's legal advisers would be concerned by RET/BAT authorship.
- 2) Your Compendium is deliberately open-ended and does not provide firm conclusions. It poses questions that need answers. This open-ended nature of the Compendium may worry the company's legal advisers in the United States, whose opinion regarding smoking and health issues is still broadly speaking unclear. However, the company may not wish to find itself committed to a particular line of argument that destroys other options that might need to be developed at a later stage. Perhaps the point is being reached where the company has to take a commercial decision which may not necessarily coincide with the legal advice it is receiving.

Scientific developments

- 1) With the progress made in molecular biology over the past few years, we understand that the time is soon approaching when smoking and health issues will be resolved, one way or the other. It cannot be assumed that the debate - such as it is - will continue indefinitely. Resolution could be rapid, possibly during the next five years and almost certainly within 15 years.
- 2) It could be argued that your Compendium goes too far in presenting a comprehensive argument in one document - giving away everything at once - and that it would be better from a tactical point of view to manage the development of the scientific argument in the public arena.

Options

- 1) One option of course is to take no action at all with the Compendium, on the grounds that there are too many risks involved in seeking a wider audience. If the Compendium were restricted to "internal use only", this would virtually

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mean that it could only be used by you - it is not yet clear how!

- 2) The next obvious options are to publish the document, either as it stands or after it has been re-worked and/or re-written. For the reasons discussed above, we do not feel these to be realistic options.

Recommendation

A conference/seminar could be mounted at which part of the Compendium is presented as a paper. Invitations could be extended to other scientists representing a fairly broad range of scientific opinion to deliver papers on smoking and health issues. The papers could then be published soon after the conference. Such an exercise has been successfully undertaken by BATCo in the past viz. "Smoking Behaviour". The anti-smoking lobby has often exploited conferences in this fashion (cf Ash forthcoming conference in Washington DC on 18th May 1985).

We do not believe it to be wholly realistic to try and stage such a conference earlier than January 1986. There are good reasons for not holding it in London, not least because the UK is the place in which the whole international anti-smoking campaign was born and the environment here is likely to prove more hostile than any other. Also the local NMA deliberately keeps a low profile on smoking and health issues. There are a number of countries where BAT has a significant presence and which would be attractive conference centres. Efficient local organisation and strong public relations capability should be essential prerequisites and in this respect perhaps Australia and Hong Kong appear as leading candidates.

At this stage a more important question is who should be invited to attend the conference. This could affect responses to the event.

We feel it worth making the point that when the anti-smokers organise conferences they do not conspicuously go out of their way to invite participants whose views are at variance with their own. It seems to us both sensible and perfectly reasonable that BAT should take a similar attitude to any conference it might sponsor. However to gain maximum credibility, it would need to attract participants who are regarded by their professional colleagues as people who represent the middle ground of opinion and who are not part of the 'lunatic fringe' - i.e. anyone who disagrees with the accepted popular theory of causation.

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Quite obviously there are many other aspects of arranging a conference of the kind we envisage, that would have to be examined.

But at this stage we hope you will find these notes useful.

With kind regards,

Yours sincerely,



Derek Hart

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