



BRITISH-AMERICAN TOBACCO COMPANY LIMITED

TO: BATCo Directors
OpCo General Managers
Public Affairs Managers
Heads of Department

CC:

FROM: DAVID BACON
Corporate Affairs

DATE: 11 May 1993

SUBJECT: PANORAMA 10 MAY 93

Last night BBC Television reported on what they called "the tobacco industry's various strategies and tactics in dealing with smoking and health controversies since the mid 1950's until the present time".

The main allegation was that since 1953 when the tobacco industry learned of a claimed association between certain diseases and smoking there has been a 'PR drive' involving the setting up of industry funded research to create and disperse misinformation about the adverse health effects that are claimed to be caused by smoking.

It was also claimed that the industry suppressed the results of research that would have implicated smoking as a cause of cancer in animals.

The programme was based on similar allegations made in February 1993 in the Prime Time Live television programme in the United States which in turn was a rehash of allegations printed in the Wall Street Journal on 11 February 1993.

Brown and Williamson responded to Prime Time by stating "The fraud and conspiracy allegations presented in the show are the same claims that have been made in previously tried lawsuits and reported by the media over and over again during the past ten years. Each time, juries after hearing all the evidence have made the correct decision and rejected those claims".

The main difference between Prime Time Live and Panorama was that an attempt was made by the producers of Panorama to give the programme a UK angle by mentioning UK tobacco industry research and new product development as well as using emotive sensationalist footage of local cancer patients.

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BATCo document for Province of British Columbia 26 October 1999

Specific references to BAT are being investigated.

In case of any follow-up media enquiries about the programme, we have prepared the attached statement which should be used as a response only.

Any media enquiries in the UK should be referred to Corporate Affairs.

Operating Companies should use the media statement to respond to any press enquiries in their own countries and decline to answer any specific questions on the programme. The media response statement may be given to staff for information.

David Neal

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