

Preview of Panorama film at Wood Lane on 11 April 1980

Present for BAT: Messrs Haddon, Brookes, Kidd, Ely, Miss J Watling.

Present for BBC: Messrs Gau, Holmes, Taylor. JK

After we had viewed two parts of the programme lasting approximately 22 minutes we withdrew to consider our opinions on what we had seen. We subsequently agreed with the BBC representatives after considerable discussion the following points about the film:

1. Hollywood Advertising

In addition to advertising films that we gave them they had taken two Hollywood films from TV broadcasts without advising us in advance. Subsequently they had discussed the inclusion of parts of these films with Mike Heath by telephone (see separate note dated 11.4.80 by RLOE).

We complained about the fact that they had broken their written undertaking in filming this material. They countered by saying they would not use it without our permission. It was finally agreed that they would take out one section of the film which had been used slightly out of sequence but that they could leave in the second section. The only proviso was clearance by us with Brazil that the Producer would not put any copyright objections on the use of the material.

Note: BBC said they consider these film excerpts had to be included, to illustrate the interview with Long about advertising to youth. If we objected to the inclusion of these excerpts altogether they would make a statement explaining the sort of material that we use in our advertising. We consider that such a statement could be more damaging than the showing of the film.

2. Charm Advertising

The Charm advertisement on the back of the magazine was shown and was immediately followed by a comment from a Brazilian doctor. He commented on the attraction of the advertisement and then indicated that the conclusion to smoking was emphysema. The way the material was presented could well suggest that smoking Charm caused emphysema. We objected to this; after considerable argument it was agreed that this was a legal point concerning trade defamation and that it would be discussed by Nick Brookes and the BBC lawyer Glen Delmedico by telephone. Delmedico was originally to attend the meeting but was not present.

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