

PUBLICATIONS BY THE TOBACCO ADVISORY COUNCIL

It could on occasion be of considerable public relations value to the Tobacco Advisory Council to be able to publish documents containing material which might not otherwise be easily disseminated. Such documents might originally have been prepared for its own use or consist of the text of a lecture or address given by one of its members or consultants. A good precedent exists in the series of Occasional Papers started in 1975 by the Tobacco Research Council, and given a limited circulation, mainly to addressees on the distribution list of TRC's periodic Research Papers. The first of these Occasional Papers was accompanied by an introductory letter from the Chairman, explaining that they would deal with topical issues or matters on which up-dated material was likely to follow from time to time.

We suggest that a new series of Occasional Papers under the imprint of the Tobacco Advisory Council (or, if circumstances warranted it, the Research Committee of TAC) should be started, and that for the sake of continuity the same format should be used. That would mean blue covers with the lettering designed by Ruari McLean Associates for the TRC Research Papers, but with the text in ordinary typescript, which is likely to be both quicker and cheaper than the typeface at first used for the Research Papers. Each paper could carry an editorial disclaimer similar to that in the early Occasional Papers. It might say:

"Where views are expressed in Papers published by the Tobacco Advisory Council, they are the views of the authors and not necessarily those of the Council or of the companies which it comprises."

The distribution list for the new series should be prepared with the current needs of TAC in mind. That is to say that recipients might variously include politicians, officials and journalists, both lay and medical/scientific, as well as research workers.

Publication would sometimes need co-operation and agreement between TAC and some other body - as, for example, in the case of Dr. Roe's lecture "Why do we get cancer?" to the Marie Curie Memorial Foundation symposium (TB 678). Early candidates for inclusion in the new series would be the recently updated nicotine monograph (TB 691), and the carbon monoxide paper shortly to be prepared. Agreement on the new arrangements need not mean any interference with the issue of Research Papers under the imprint of the TAC Research Committee, in accordance with existing criteria. This might be the most suitable method to adopt with the Midhurst Medical-Research Institute's report on carbon monoxide absorption for conducting airways of the human lung (TB 676).

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