

company" and have published extensively on subject of nic addiction and say it's not as bad as other reports suggest.

He said "I think you'll find me more open than other reporters. I really want to look at both sides here. If I need to speak with others in your organization, I'm willing to do that. I will also provide more info if necessary. I'm not out to sandbag you."

From: Han, Vic on Fri, Feb 4, 1994 11:57 AM
Subject: Day I
To: Carraro, Tara; Daragan, Karen; Merlo, Ellen; Parrish, Steve
Cc: Holt, Barry

Shirley Arnott in Richmond got the call from Day I just a few moments ago. Tara will be calling the reporter back within the half hour to get more information. Spoke with Maura Payne at RJR who said the same reporter told her that while Day I had been snooping around flavorings, etc., the story now is definitely about nicotine. Airing won't be fore about three weeks, just preceding Surgeon General's report. Day I is asking RJR specifically for two of their scientists who have published a great deal on the subject. RJR is taking the request on advisement and will not provide definitive response until next week. Dave will be talking to reporter again today to discuss conditions, guidelines, etc. i.e., reporter is obligated to also contact RJR list of scientists who are expert on subject. Have promised to stay in touch with RJR as we move forward. At this point, RJR is only considering providing scientists.

Note for McCormick, Brendan

From: Carraro, Tara
Date: Fri, Mar 18, 1994 4:08 PM
Subject: FW: Day I
To: McCormick, Brendan

From: Han, Vic on Mon, Feb 7, 1994 11:26 AM
Subject: Day I
To: Merlo, Ellen; Parrish, Steve
Cc: Carraro, Tara; Daragan, Karen

At this point, we are of the mind to provide comment over the phone and not put anyone on the show. Understand, Day I is asking for someone from PM to appear to discuss why we sell cigarettes from a corporate/business perspective although we would have to respond to claims made in the Washington Monthly piece, perhaps including charge industry "baits and switches" soft pack for hard pack because product in hard packs have more nicotine. However, since Day I said it would happy to discuss program further with others in PM, Karen will call back for more info. If we want to pump for more, I will call after that.

RJR, unlike PM, has asked to put forward two scientists on nicotine. They are considering and will have further conversations with Day I early this week. We will stay in communication with Maura.

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