

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

**120 PARK AVENUE, NEW YORK, NY 10017-5592**

**TO:** All Field Personnel

**DATE:** March 8, 1994

**FROM:** William I. Campbell

**SUBJECT:** ABC's DAY ONE -- SECOND REPORT

Last evening, ABC's Day One program aired yet another misleading and inaccurate report on the tobacco industry.

Like last week's report on nicotine, this week's report on cigarette ingredients was based on sensationalism, rather than the facts. Once again, Philip Morris responded with the attached statement, which I thought you might like to see. Later this week, you will receive additional attachments that accompany this statement under separate cover.

I can assure you that we will continue to be vigilant in correcting such false allegations and will act swiftly to release the facts. Thank you.

Attachment

**COMMUNICATED MS MAIL 3/8/94 TO VPRSs, TMDs, SSDs, TMPs, TMMs, NAMs, RMIAAs, RFMs, HRMs, DMs, SOMs, DAMs, SAMs, RFAs, HRGs, RRs, RTs, RAAs, AND SAAs. COMMUNICATED BT2000 3/8/94 TO UMs. HARD COPIES PROVIDED BY NYO TO RMMs, SRs, RMs, AMMSs, FVB, AMSSs, RMMSSs, TMAs, DSMs, DCs, STs, ROAs, AND SOAs. FOR INTERNAL USE ONLY.**

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