

November 21, 1984

Mr. Roger D. Colloff
Vice President and
General Manager
WCBS-TV
528 West 57th Street
New York, NY 10019

Dear Mr. Colloff:

Editorial opinion is the only label that can be given to the five-part "Prisoners of Smoking" series which aired last week, November 12-16, during the WCBS-TV six o'clock newscast.

While the series addressed a number of controversial topics concerning the use of tobacco products, no attempt was made either during preparation or presentation to provide contrasting points of view. In segment and in total, the series was one-sided.

In the interest of fairness, The Tobacco Institute requests an opportunity to respond to this series on-air, immediately following an upcoming six o'clock newscast. While "Prisoners of Smoking" ran approximately 25 minutes in length, we believe that five minutes airtime would provide a minimal opportunity for response.

We would be happy to produce the segment to your specifications, or to provide one or more spokespersons for a live or taped appearance at your convenience.

Thank you for your consideration of this request. We await your response.

Cordially,

William Kloefer, Jr.

WKjr:mss

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