

CLEARING THE AIR

STATISTICS

COLD OPEN

- Kids are buying and smoking cigarettes in record numbers
(Source: University of Michigan, Monitoring the Future, July 20, 1995)
- Kids are becoming addicted to nicotining in record numbers
(Source: University of Michigan, Monitoring the Future, July 20, 1995)

INTRODUCTION TO SEGMENT ONE

- After ten years of holding steady, cigarette smoking is rising among young Americans
(Source: The University of Michigan, Monitoring the Future, July 20, 1995)
- A great many adults who will eventually be smokers have already begun to smoke by age 13
(Source: University of Michigan, Monitoring the Future, July 20, 1995)
- 91% of 6-year olds know who Joe Camel is. And what he sells.
(Source: US Food and Drug Administration)

SEGMENT ONE

- Each day 3,000 kids smoke their first cigarette
(Source: American Lung Association)
 - Smoking kills 400,000 Americans each year
(Source: US Office on Smoking and Health, 1990 SAMMEC Mortality Estimates)
 - The tobacco industry needs 5000 more smokers a day to replace those who quit or die
(Source: Surgeon General: CDC, A Group Leader's Guide: SGR4KIDS, p.3)
 - Tobacco industry spends 6 billion a year on advertising and promotion
(Source: CDC Preventing Tobacco Use Among Young People)
- *There are no specific statistics in segment two or three. However, we hope that the kids, Linda, and/or the President will refer to additional statistics during the discussion segments. (For Linda's part, she will only use statistics from the "Robert Wood Johnson Foundation Youth Access to Tobacco Survey Summary")

COPY

PRESIDENT WILLIAM JEFFERSON CLINTON
TALKING POINTS - NICKELODEON TAPING
ATLANTIC VIDEO
DECEMBER 19, 1995

COPY

- I'm glad to have this opportunity to be here with you today to talk about the important issue of teen smoking. It is very important to have young people like you challenge adults to join in the fight against smoking.
- I've met with students all across this country who are concerned about this issue, and with good reason. Each day 3000 young people start smoking -- 1000 of them will die prematurely from smoking related diseases.
- Unfortunately, teen smoking is on the rise. Just last week, the Department of Health and Human Services released a study that found smoking rates rising among 10th and 12th graders.
- There's a connection between teen smoking and cigarette advertisers. 86% of underage smokers who buy their own cigarettes buy the three brands that spend the most money on advertising. That's why I am determined to do everything I can to limit the access tobacco companies have to advertising to our young people.
- We need to do everything we possibly can to keep tobacco out of the hands of America's youth. I'm glad that all of you are in this fight with me.

95 DEC 18 P 6:48

TOBACCO QUESTIONS AND ANSWERS

Questions Specifically Suggested by Nickelodeon

Q: Is smoking bad for everyone, or just kids?

A: More than 400,000 Americans die each year from smoking-related diseases. Smoking is the leading preventable cause of death in the United States. But most people begin to smoke when they are kids, and that's why we are trying to prevent kids from beginning to smoke.

Q: How many kids smoke?

A: Currently, more than 3 million children and adolescents smoke cigarettes, and 1 million adolescent boys currently use smokeless tobacco.

Q: Did you ever smoke?

Q: What would you do if you caught Chelsea smoking?

Q: Why aren't cigarettes outlawed?

A: We know a ban won't work. It will only create a black market.

Q: What are you doing to reduce smoking?

A: Our administration is the first to propose such a strong way to reduce smoking. We know that if we can prevent kids from getting hooked, we can make a difference. It will take time, but it can work if we effectively keep kids from buying cigarettes and chewing tobacco and if we limit the appeal of these products for kids.

Q: Why do people sell cigarettes to kids?

A: There are probably a lot of reasons. Some clerks just might be careless and don't check IDs. Some clerks may think it's too much of a hassle. But they should all realize we have a responsibility for our children.

Q: Why do kids smoke?

A: Company advertising and promotions tell kids that smoking is hip or glamorous. Ads show thin, glamorous young girls and strong, athletic young guys. They don't show people dying in hospitals. So, when kids see one of their peers smoking, they don't really understand the terrible risk they are taking.

Q: Why do kids think tobacco is cool?

A: There are an awful lot of messages to them that it's cool: slick ads in magazines, attractive billboards on almost every street, glitzy promotions in stores, cool hats, t-shirts, gym-bags, sporting events that they like are associated with tobacco products and use. It makes it pretty hard to tell kids about the real health risks and have them believe those risks when everywhere they look, they see messages saying it's cool.

Q: If cigarettes are so bad, why are they sold everywhere?

A: Cigarettes are legal products for adults, and adults can have access to them. But we need to make it clear that they are for adults, not for kids.

Q: Is chewing tobacco just as bad?

A: Chewing tobacco has been associated with oral cancer and is highly addictive. In addition, smokeless tobacco can cause cavities, cracked lips, bleeding gums and sores of the mouth that don't heal.

Q: What can kids do to help?

A: Kids can do a lot. Kids can:

- Ask that their schools be smoke-free by petitioning their school boards.
- Ask owners of local athletic teams to make stadiums free of tobacco ads so that sports aren't used as a message of glamour or cool.
- Pledge to be smoke-free themselves.
- Make posters on why smoking is harmful and isn't cool and put those posters up in their schools and libraries.
- Write letters to their local newspapers, to local, state and elected officials. After his mom died of lung cancer, Wiley Seigler of New Mexico wrote to the

Albuquerque Journal.

- Conduct surveys of stores that sell cigarettes to them or where billboards are located and publicize their results to the local media.

FACTS/ FIGURES AND ADVERTISING

Tobacco Use Among Young People

Q: How bad is smoking among young people?

A: On any given day, approximately 3000 young people become regular smokers, with total youth consumption of cigarettes exceeding 500 million packs per year. Over 80% of adult smokers began as minors, beginning, on average, as age 14. If an individual does not become a smoker as a teen, it is unlikely he or she ever will become one.

Q: What are the health consequences of smoking?

A: According to the CDC, of the 2 million Americans who will die in 1995, approximately 420,000 will die of conditions associated with tobacco. This number is almost 10 times the annual highway toll and more than the combined deaths last year from accidents, murders, suicides, AIDS, drugs, alcohol-related diseases and fire.

Q: Is tobacco use among young people getting worse?

A: Last week, a new study came out -- the Monitoring the Future Study. It showed that the percent of kids who use cigarettes daily and in the past month has continued to rise. For every age group of kids, smoking is significantly worse than it was in 1992. Tobacco use has been increasing for the past 4 years.

Q: In recent years, smoking among African American youth was significantly lower than among White or Hispanic youth -- is that trend continuing?

A: One of our national success stories, the lower smoking prevalence rates among African American youth, seems to be eroding. Whereas in 1992, only 6.6% of African American 10th graders reported smoking in the last month, in 1995, that figure rose to 11.6%. (From last week's Monitoring the Future Study release.)

Q: What do these new findings mean for your proposal?

A: They show us that teen smoking rates are returning to those seen in the 70s, basically reversing a decade of progress. These negative findings should serve as a call to action for all of us who are working to keep kids from smoking.

Medicaid/Medicare Lawsuits Against the States

Q: Several states have filed suits against the tobacco companies to recover money that they have spent under a federal Medicaid program attributable to tobacco use. Does the federal government have plans to bring such a suit?

A: Those cases involve money spent by the states to care for people who have become sick from many years of use of cigarettes and other tobacco products. Our current effort is to keep kids from starting to smoke or chew tobacco. That's the best way to keep people from getting sick and to avoid those costs. If we are successful, our proposal will go a long way towards saving the states money in the future.

Q: How much would the tobacco initiative save the federal government in Medicare and Medicaid dollars?

A: We estimate that the total health care cost attributable to smoking is about \$50 billion, About 40% or \$20 billion is paid by the federal government,

Advertising

Q: What is the evidence that tobacco advertising actually influences teen smoking?

A: The proposed rule reviews in detail the evidence of how cigarette marketing practices affect teen smoking. The data shows:

- Teens (86%) are more than twice as likely as adults (35%) to smoke the three most advertised brands of cigarettes (Marlboro, Camel, and Newport).
- Teen preference for Camel cigarettes, approximately 3% before Joe Camel campaign was launched in 1988, increased to 13% by 1993. During this same time period, the percentage of adult sales was unchanged.
- From 1985-1989, adult smoking prevalence rates dropped and the affordability of cigarettes for teens also decreased. During this same period, teen smoking initiation rates increased and cigarette promotional expenditures quadrupled.

ADMINISTRATION INITIATIVE/ 1ST AMENDMENT

Administration Proposal

Q: What are you doing to stop smoking among kids?

A: I directed the FDA to propose a way to do two things: make it harder for children to purchase cigarettes and smokeless tobacco products, and reduce the appeal of the billions of dollars of advertising and promotion that children are exposed to each year. What the FDA proposed is a regulation that will:

- Permit the sale of tobacco only through a face to face transaction with an adult -- i.e. no vending machines or mail orders
- Prohibit all outdoor advertising (i.e. billboards) within 1000 feet of schools and playgrounds.
- For all other outdoor advertising, permit only black and white text-only advertising.
- For magazines with significant youth readership, limit advertising to black and white, text-only format; no restrictions on advertising in other publications.
- Prohibit sale or giveaways of products, like caps and gymbags, that carry a tobacco brand name.
- Prohibit brand name sponsorship of sporting and entertainment events, but permit it in corporate name.
- Require the industry to fund a public education campaign designed to prevent kids from smoking.

First Amendment

Q: Your proposals have received a lot of criticism that they restrict the companies' First Amendment rights to advertise. How do you answer those critics?

A: First, let's remember that it's illegal to sell cigarettes and chewing tobacco to kids under 18. If it's illegal to sell these products to kids, what makes it right to appeal to kids?

Second, courts have consistently said that if there is a substantial public interest at stake, the First Amendment permits some restrictions. We have 3,000 young people becoming regular smokers every day and nearly 1,000 of them will die prematurely from smoking-related diseases. That's a substantial public interest.

In fact, the Fourth Circuit Court of Appeals has recently upheld billboard restrictions --

even tougher than our proposal -- that the city of Baltimore wants to put in place for tobacco and alcohol ads.

Jurisdiction

Q: Is nicotine a drug?

A: The evidence before the FDA supports the finding that nicotine in cigarettes and smokeless tobacco products is a drug, but the agency is accepting further evidence and comment on that issue and will give them careful consideration.

Won't FDA Ban Tobacco?

Q: Why doesn't FDA ban cigarettes? They're not safe, are they?

A: The law doesn't require FDA to ban cigarettes; and the FDA wants to do what is most effective. These products are dangerous to a smoker's health. But a ban will not work and is not an effective way of preventing the disease and death from tobacco.

Q: Don't you think there should be a ban on smoking?

A: FDA does not believe that a ban would be an effective means of reducing the toll of death and disease from tobacco, because a ban would not be effective in stopping the 40 million currently addicted tobacco users from gaining access to tobacco.

Enforcement

Q: We haven't done a very good job of enforcing the state laws against underage smoking. Why is it going to be any different with these proposals?

A: Every state has a law making it illegal to sell cigarettes to minors. But they are not working. Our proposals, actually, will be very simple to enforce. It's very clear that you can't have billboards within 1,000 feet of schools and playgrounds, that you can't have vending machines, that you can't have self-service displays, that you can't sell cigarettes through the mail. These proposals actually make it easier for store owners and store clerks to do their job. State officials -- like Attorney General Hubert Humphrey III in Minnesota -- say our proposals will help them enforce their laws.

Compromise

Q: The companies, ad agencies, some tobacco growers have sued the FDA to stop these proposals. Why not work out something with industry instead of tying this up in court?

Public Reaction

- Q: Is there public support for your proposals, especially in tobacco-producing states?
- A: The public overwhelmingly supports efforts to keep children from smoking and to impose reasonable restrictions on tobacco advertising. Almost 75 percent favored a ban of vending machine sales of cigarettes in a poll done for the Robert Wood Johnson Foundation, and 73 percent said text only advertising will make these products less appealing to children. This support cuts across party lines, this support is in every city and state. This is not a proposal aimed against any group or region. This proposal is for our children and our families. This is about helping kids grow up healthy.

Effectiveness of these Proposed Restrictions

- Q: Do we have any evidence that restrictions on advertising will help keep kids from smoking?
- A: Yes. A recent report looked at data from countries with laws on youth smoking and concluded that the most substantial and meaningful reductions in youth smoking occurred in countries with bans on advertising.

Proposed Legislation

- Q: Will Congress pass a law to keep smoking away from kids?
- A: As I said when I announced the initiative, the Administration welcomes any lawmaker's efforts to reduce children's use of cigarettes and chewing tobacco or other smokeless tobacco products. Our goal is to have a comprehensive and effective plan to make it harder for kids to buy these products, and to make the products less appealing to kids. We have 3,000 young people becoming regular smokers every day, and nearly 1,000 of them will eventually die from smoking-related diseases. We have to act, and we have proposed a way to do it. But that obviously leaves open the possibility for Congress taking action.
- Q: Will you introduce legislation?
- A: The Administration has a proposed rule that it fully supports and that process is going forward. The Administration routinely offers technical support to members of Congress and their staff in the legislative writing and debating process.
- Q: Senator Ford/Representative Baesler was pretty adamant about removing FDA from the

process of regulating tobacco. Will you support some agency other than FDA regulating tobacco?

- A: I have always said that I care about getting the job done, not who does the job. It's premature to discuss what agency might have responsibility under a legislative approach.

What Other Countries Do

- Q: How do your proposals measure up to the rest of the world?

- A: Approximately 20 countries have in place a total ban on advertising and promotion of tobacco products. Others require that much larger portions of the pack contain much stronger warnings than in this country.

- Q: Canada has just proposed tobacco regulations that go beyond what you have proposed. Do you think Canada is doing the right thing? Have you gone far enough?

- A: Canada has been a leader in trying to protect its citizens from smoking-related diseases and should be recognized for its efforts. Canada -- like the U.S. -- has also focused a great deal of its efforts on preventing children from using tobacco products. Protecting our children is a job that knows no boundaries. We have carefully targeted our efforts on preventing children from using tobacco products, and we think the comprehensive youth approach we have taken is the right public health policy.

NASCAR

- Q: Everyone supports the idea of keeping kids from smoking, but what does banning tobacco companies from sponsoring NASCAR races have to do with kids and smoking?

- A: There's been confusion on this point. The tobacco companies can still sponsor NASCAR races under our proposal. What they will have to do is to sponsor them in the corporate name, not in the brand name like they do now.

What we are trying to do is change the landscape. Kids who smoke today think a lot of people smoke, and that's because they are swamped with the images and brand names of these products. The Centers for Disease Control reported that 86 percent of underage smokers who purchase their own cigarettes buy one of the three most heavily advertised brands: Marlboro, Camel and Newport.

TOBACCO FARMERS AND ECONOMIC IMPACT

Q: What can you do to help tobacco farmers deal with a reduction in smoking?

A: Tobacco farmers are right to be proud of their heritage, it is rich in tradition -- but tobacco farmers also care about their kids and their neighbor's children: A recent national survey found that 71% of tobacco farmers under 45 believe smoking is harmful and 55% of tobacco farmers over 65 also believe that smoking is harmful.

Tobacco farmers are interested in diversification. Almost two-thirds of the farmers under 45 said they were interested in diversification. This survey also found 40% willing to support an excise tax increase if the money goes back to the farmers.

Tobacco farmers need to look out for their own best interests, not the interests of the companies: This survey found that more than two-thirds did not know how much money from a package of cigarettes really comes back to the farmer. According to a Wake University professor, a farmer's share of the value of tobacco products had dropped dramatically: in 1957, it was 16%; in 1991, it was about 3%.

The support for protecting our children is striking, even in tobacco states. Here is what a Tennessee Republican state lawmaker wrote: "Now you are a tobacco farmer. Raising tobacco is legal. You have to make money to put the kids through school. It's your responsibility. Of course, you try to keep your kids off tobacco. You know it's habit forming and damaging to their health. Everyone knows that....Do you dare let the politicians play their games on your children? On this one, I am 100% with President Clinton."

Q: How bad will your proposal hurt tobacco farmers?

A: The overall impact is both slight and gradual. The regulatory scheme is projected to reduce revenues from cigarette sales by 0.5 percent in the first year, 2.1 percent in the 5th year and 4.0 percent in the 10th year. Over this 10 year period, this would result in the loss of about 1,000 jobs annually among warehouses, manufacturers, tobacco growers and wholesalers.

Q: Why do you subsidize tobacco farming?

A: We don't give money to farmers to grow or not to grow tobacco. We administer the tobacco quota and loan programs, which place caps on the amount of tobacco that is grown and thus supports the price. This is to protect small family farmers. The tobacco farmers themselves pay us back each dollar we put into this program, other than the administrative costs.

Q: Why do you allow tobacco to be exported to other countries?

A: Tobacco is a legal product and it is exported and imported into this country. Many other countries grow it too. I've thought hard about this. I really think the most effective way to prevent the harms tobacco causes is to keep kids from ever starting.

SECOND HAND SMOKE AND ADDICTION

Q: Can kids become addicted to smoking?

A: Yes. The average teenage smoker starts at 14 1/2 years old and becomes a daily smoker before age 18. More than 80 percent of all adult smokers had tried smoking by their 18th birthday and more than half of them had already become regular smokers by that age.

Q: How hard is it to quit smoking?

A: Very, very hard. Two-thirds of adults who smoke say they wish they could quit. Each year, 17 million smokers try to quit, but fewer than 1 in 10 succeed. Three out of four adults smokers say they are addicted. Eight out of 10 smokers say they wish they had never started smoking.

Q: How can I ask a parent to quit?

A: Quitting smoking is hard, and so the first thing to remember is to be positive and not negative. Be supportive. Ask how you can help them. Maybe they will want to go to a doctor or a group like the American Cancer Society or the American Lung Association. Kids can tell their parents they love them and remind them of the health risk. But be positive, don't be a nag.

Q: Why don't you ban cigarettes in restaurants or raise taxes on cigarettes?

A: Those ideas are different ways the government can try to eliminate the harm cigarettes cause. What the FDA proposed is what we think will be the most effective way to protect the health of Americans -- by keeping kids from starting to smoke.

Q: What are you doing about second hand smoke and smoking in public places?

A: There are many issues of concern with smoking. Each is difficult. In the area of second hand smoke, I signed a law that keeps federally funded children's services smoke free while children are there. EPA has documented the seriousness of second hand smoke to people's health. As a result of EPA's role, many businesses have gone smoke free. But the thing that is so important for us to talk about is whether kids start smoking themselves. It is far more dangerous to be a smoker.

Q: What about the idea mentioned on MTV to reduce the advertising tax deduction for

cigarettes?

A: There are lots of different ways to do it. The FDA has proposed addressing advertising by restricting cigarette and smokeless tobacco advertising so it doesn't appeal to kids. I think this is the most effective route to follow to address these serious problems.

STATUS OF YOUR INITIATIVE

Since you announced the promulgation of the proposed FDA tobacco regulations, there has been extensive activity in and out of the federal government pertaining specifically to the proposed regulations and to tobacco issues in general.

I. Legislative Issues

Numerous members of Congress have either introduced or co-sponsored legislation ostensibly designed to diminish the impact of the proposed tobacco regulations. They include Representatives Funderburk (R-NC), L. F. Payne (D-VA), and Baesler (D-KY) and Senators Helms (R-NC), Faircloth (R-NC), Warner (R-VA), and Ford (D-KY). Their bills have more than 80 co-sponsors.

In addition, twenty House members -- 10 Democrats and 10 Republicans -- signed a non-legislative resolution supporting your approach and opposing legislative efforts designed to weaken or delay your proposal. They include: James Hansen (R-UT), Michael Castle (D-DE), Bob Dornan (R-CA), Jon Fox (R-PA), Connie Morella (R-MD), Ron Packard (R-CA), Frank Riggs (R-CA), Marge Roukema (R-NJ), Linda Smith (R-WA), Enid Waldholtz (R-UT), Henry Waxman (D-CA), John Bryant (D-TX), Richard Durbin (D-IL), Anna Eshoo (D-CA), Elizabeth Furse (D-OR), John Lewis (D-GA), Martin Meehan (D-MA), George Miller (D-CA), Peter Visclosky (D-IN), Ron Wyden (D-OR).

Currently, there is no active legislative activity related to your proposed regulation and Chairman Bliley has said publicly that he fears moving any legislation against your proposed rule for fear he could lose control, resulting in passage of a bill affirming your proposed rule.

II. Status of the Proposed Regulations

The proposed regulations, accompanied by FDA's jurisdictional analysis, were published in the Federal Register on August 11, 1995 and invited comments and recommendations to the FDA docket. The comment period, originally scheduled to end on November 9, 1995, was extended to January 2, 1996. Following the comment period, FDA will read and respond to comments and develop a final rule, which could be ready anywhere from February onwards.

III. Legal Challenges to the Proposed Regulations

Four sets of plaintiffs have brought suit against FDA in the Middle District of North Carolina before Federal District Court Judge Osteen to invalidate the proposed rules. The plaintiffs, which include cigarette manufacturers, smokeless tobacco manufactures, advertising associations, and a retailers association, have filed summary judgment motions arguing lack of FDA jurisdiction over tobacco. We have filed motions to dismiss on the ground that

plaintiffs' suits are premature since both the regulations and the assertion of jurisdiction are merely proposed and don't constitute final agency action ripe for judicial review. If we prevail, plaintiffs will be precluded from challenging your tobacco initiative before a final rule is promulgated.

Judge Osteen consolidated the four suits and agreed to hear our motion first -- a small victory for us. Plaintiffs' responses to our Motions to Dismiss were filed on November 27, and our replies are due on December 22, 1995.

IV. Outside Support

The Campaign for Tobacco Free Kids is a national campaign of non-profits and other organizations that have come together to support your initiative. To date, 141 organizations have joined the Campaign representing the health, education, parents, religious, veterans and consumers advocacy sectors. (A list of the members is attached). These organizations have participated in radio talk show tours, have sponsored three paid advertisements, and have written thousands of letters to the editor and to their Members of Congress about your initiative. In addition, twenty two states have either passed or have pending resolutions supporting anti-smoking or specifically anti-kids-smoking efforts.

V. Key News Stories

In addition to news stories pertaining to the litigation and legislative efforts, several issues have attracted significant nationwide media attention.

A. Study on the Impact of Tobacco Advertising

Studies conducted by Dr. John Pierce of the University of California San Diego were published in the *Journal of the National Cancer Institute* and *Health Psychology*. The studies confirms the effect of tobacco advertising on the decision of young people to smoke. For example, one study found a direct correlation between major advertising campaigns and the start of smoking for 200,000 Americans aged 14-17 between 1955 and 1988.

B. Tobacco Company Documents

In October and November, numerous papers ran stories reporting that R.J. Reynolds Tobacco Company internal memoranda reveal that the tobacco company has targeted its cigarettes at the youth market. Also in October, documents were uncovered showing that R.J. Reynolds, B & W, and Philip Morris tobacco companies consider cigarettes "a vehicle to deliver nicotine." Several stories identified documents revealing, for example, that the companies add ammonia to cigarettes to increase the amount of nicotine smokers absorb. The internal

documents cited in the articles imply that tobacco company executives understood that cigarettes are, as FDA maintains, nicotine-delivery devices.

Most recently, on December 8, the Wall Street Journal reported on a draft Philip Morris memo. The undated memo says cigarettes are "nicotine delivery systems" and nicotine is chemically similar to drugs like cocaine, morphine and quinine, and that smokers smoke for the drug effects of nicotine. Phillip Morris said the memo was written by a non-scientist and does not reflect the company's view.

D. Advertising Campaigns

Tobacco Control Groups. The Campaign for Tobacco-Free Kids, a grassroots coalition of approximately 125 organizations supporting the proposed tobacco regulations and tobacco control efforts in general has run three series of quarter-page ads in national papers, each with different messages. All the ads, however, encourage support of the proposed regulations.

Tobacco Industry. Since August, Philip Morris and R.J. Reynolds have run full-page ads in newspapers and magazines throughout the country. The ads generally stress libertarian themes, warning of big government running amok, and, in the case of Philip Morris' ads, touting the company's "Action Against Access" initiative, a program designed to reduce youth access to cigarettes. RJR's ads generated significant negative editorials and op-eds.

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- I've met with students all across this country who are concerned about this issue, and with good reason. Each day 3000 young people start smoking -- 1000 of them will die prematurely from smoking related diseases.
- Unfortunately, teen smoking is on the rise. Just last week, the Department of Health and Human Services released a study that found smoking rates rising among 10th and 12th graders.
- There's a connection between teen smoking and cigarette advertisers. 86% of underage smokers who buy their own cigarettes buy the three brands that spend the most money on advertising. That's why I am determined to do everything I can to limit the access tobacco companies have to advertising to our young people.
- We need to do everything we possibly can to keep tobacco out of the hands of America's youth. I'm glad that all of you are in this fight with me.

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Nickoboden

- early pm - 2 pm
- open the shot on Ellenbee
- intros Potus
- ? open start
- tapeel piece

2 tiered
rise

2m - days of tobacco seeds

- tobacco farmer
- 2 profiles 1 - 9y old / 1 - 15y old
w/ parents

- kids write Q down before;
kids will be told what Qs to
ask

- anyth else

so: opening start

- brief

- Jim to draft open + closing

- Vicki getting bios, scripts → VHS copy
+ scripts of factoids

CLEARING THE AIR

SHOW SCRIPT

CLEARING THE AIR

COLD OPEN:

Kids are buying and smoking cigarettes in record numbers.

Kids are becoming addicted to nicotine in record numbers.

Now a lot of kids want to change that.

And so does the President of the United States.

Time to talk.

Time to do something.

INTRO ACT ONE

Hello. This program is about smoking and kids.

Our guest is President Bill Clinton, who has strong feelings on this subject, and some ideas about what to do.

Welcome, Mr. President.

(he says hello)

We're here today because of some disturbing facts.

After ten years of holding steady, cigarette

smoking is rising among young Americans.

According to the University of Michigan, which has been studying this problem, a great many who will eventually be smokers have already begun to smoke by age 13.

Why?

For one thing, you can. Cigarettes are easily available to kids, and in the media, smoking looks cool.

Begin with this: according to the U.S. Food and Drug Administration, 91 % of 6-year olds know who Joe Camel is. And what he sells.

Here's more.

SEGMENT ONE

Jean (Opening teaser)
01 08 55. Children are crucial to the tobacco industry.

Girl (Theresa)
05 28 33. Statistic
Each day 3,000 kids smoke their first cigarette....

Jean
01 09 42 smoking is an addiction that starts in childhood.

Two kids (Myrhinne & Andre)
natsot
06 11 36...it's a cartoon caricature..I know, but it still influences kids...see they even make the camels pretty....

Jean
01 01 22. My name is Jean Kilbourne and for about 15 years I've been giving lectures all around the world on tobacco advertising.

Kid (Theresa)
04 12 00 I don't know why people smoke, I just think it's really stupid.

Jean
01 02 16 The tobacco industry encourages people to smoke // If you just looked at the advertising you 'd think that // 01 15 30 everybody is smoking.

Kid (Andre)

04 01 18. I see cigarette ads in magazines and in billboards. // Joe Camel ads might be meant for kids...

Jean

01 20 46 The tobacco industry is in the business of getting children addicted to nicotine. Which means they have to sell cigarettes where children will see them...

Girl (Myrhinne)

04 18 35. ...there's billboards just right on top of the candy sometimes.

Jean

01 21 06 They make it very easy for children to get cigarettes.

Boy (Indian boy)

03 06 18 Kids start smoking because they think it's cool....

Jean

01 21 15 children are their most important customers.

Jean

01 04 40 There is an enormous amount of cigarette advertising on television because of the sponsorship of sporting events. //

01 02 50 We have race cars with cigarettes names all over them. //

01 02 54 That's a form of advertising.

Boy (Michael)

03 13 50. I don't think ads make we want to smoke cigarettes.

Jean

01 15 48. There is a kind of advertising that goes on in films too, where people are paid to smoke in the films, and paid to use a certain kind of cigarette brand.

Boy (Jackson)

04 22 40. Sometimes I notice people smoking cigarettes in television and movies..

Jean

01 02 54 But there's also a kind of advertising that we don't always recognize // called promotion. //01 03 56 Where you can get t-shirts, and caps which you can wear with the brand name.// 01 04 58 that's an ad.

2 kids (Myrh & Andre)

06 18 30 natsot....they come in the mail...

Jean

01 05 43 Cigarette companies have known for a long, long time that cigarettes are dangerous to our health.

Boy (Geron)

03 22 55.Smoking can cause you to have lung cancer, and the effect of lung cancer is you can die.

Jean

01 05 49 No question about that.

Kid (Myrhinne)

05 12 30. Statistic: Smoking kills 400,000 Americans each year.

Jean

01 05 50 So a good question is why do they continue to sell cigarettes if they know that cigarettes can kills us?

Kid (Andre)

05 28 33. Statistic. The tobacco industry needs 5,000 more smokers a day to replace those who quit or die.

Jean

01 05 55 Unfortunately, profits are as addictive as nicotine.

Jean

01 10 26 We all believe that advertising doesn't influence us at all.

Jack

04 23 00. I wouldn't try a cigarette just because I saw someone in a movie that I like.

Jean

01 10 52 But the truth is that advertising does influence us. 01 18 18 Would the tobacco industry be spending 6 billion dollars a year on advertising and promotion if it didn't convince people to smoke.

SEGMENT TWO

INTRO ACT TWO

Maybe in a perfect world, there would be no such thing as cigarettes.

So, okay, if cigarettes are so bad for us, why don't we pass a law making them illegal?

That's what most kids said when the Nickelodeon poll talked to them about this issue.

"Just outlaw cigarettes."

Well, why not?

Because we don't live in a perfect world.

RON

2:10:46 This farm has been in our family for 3 generations...

1:22:41 My name is Ron Burnett, I'm 12 years old and I live on a tobacco farm in North Carolina

2:21:48 This is basically what is in cigarettes except ground up.

2:07:44 There are a lot of jobs that are created in North Carolina by the tobacco industry.

MOM

3:13:11 You can ride through Oxford and see many types of business that are directly involved in the tobacco process...

CARL

5:01:20 We probably have 100,000 people that depend to a great degree on tobacco for their income here in North Carolina.

4:24:10 I'm Carl Sofley, I work for the North Carolina department of Agriculture as the tobacco specialist.

5:13:35 Farmers like the Burnett's face a rather uncertain future.

DAD

4:23:00 On this particular road that I live on...20 years ago it was 8 families making a living on that farm and now it is down to 2.

MOM

3:10:35 No other crop can bring in the income that tobacco can bring in.

RON

2:05:01 Because most other crops don't get as much money.

MOM

3:10:35 ... For example the money that Ronnie may make on one acre of tobacco for other crops like soybeans, or wheat, or corn he would have to grow hundred of acres

3:12:17 We rely heavily on that income to sustain us to save for Ron's college education, to make sure that we have a secure future.

3:11:08 Another issue of course is the negative press... this is a legal crop in the United States and some people are making the farmers feel like what they are doing is less than honorable..

CARL

5:15:10 It brings in about 13 BILLION.. dollars in federal, state, and municipal taxes.. here in NC and across the country. Now that is a lot of money that goes to support schools, hospitals, just about anything that you can image going on in our community these tax dollars are supporting. So even though tobacco gets a bad name in some respects for health issues it certainly is making a tremendous contribution.

SEGMENT THREE

INTRO ACT THREE

Just how bad is tobacco and how hard is it to quit?

Worse and harder than you think.

Cigarettes are killers that travel in packs.

As for quitting, the writer Mark Twain said it was the easiest thing he ever did.

After all, he said, he'd done it a thousand times.

I started smoking when I was 18. I quit three years ago.

Now, when I go hiking, I run out of breath quicker than my friends who never smoked, but it's getting better all the time.

I'm lucky.

Some aren't.

Here are two stories.

**SMOKING ADDICT
MATTHEWS**

MELANIE: 1;01;00 WHEN I FIRST I started smoking i was in the sixth grade. i was about 12 years old. and i did it as a popularity thing. 1;03;34 I wanted to / stand out in a crowd. be like, young and beautiful

MELANIE: 1;02;42 i wanted to be like my mom.

MELANIE: INTRO My name is Melanie Petal. I'm 16 years old.

MOM: watching melanie pick up the habit, has made me feel guilty.

MOM 1;07;50 My name's debra breniak. i'm melanies mom. i've been smoking since i'm 13. // It's gonna be about 25 yrs. I wanted to be an adult at 13 so i started smoking. I looked cool , I looked grown up

MELANIE: 1;19;07 i decided to stop smoking because I was scared that I might die of cancer.

10/16/94 DEAR DIARY, MY DAD HAS CANCER, I'M VERY FRIGHTENED

I HAVE BEEN MAKING SIGNS THAT SAY FEEL BETTER DADDY BUT I DON'T WANT HIM TO DIE..... I

RACHEL: 5;00;47 my name is rachel kreiger i'm 9 years old

RACHEL: 5;01;23 my dad has lung cancer // 5;02;16

DAVE: 5;03;09 my name is dave kreiger // I'm Rachel's father I smoked for about 20 years// IDAVID: 6;02;36 I started at 12yrs old, it was stupid. /

RACHEL: Lung cancer is a terrible thing and you can die from it. Him being sick is very scary for me and I just wish this whole thing never happened. He would have not gotten sick

MELANIE: 2:04;28 I personally believed that i could quit any time i wanted to // i was wrong. // I would go through nicotine withdrawals where I would go into a blind rage. it's

really really hard.

MOM: Stopping is unbelievable// It's like a monkey on your back that don't get off.

MELANIE: The nicotine is a drug//I think that I'm addicted

Dear diary, my dad went to the hospital t yesterday and is coming back tommorow. He had a very big operation on his side he is very much in pain. Every night I pray he'll be ok.

RACHEL: I wouldn't smoke because I wouldn't want to get lung cancer and I wouldn't want to go through what my dad went through

MELANIE: When I see my mom smoking and I'm trying to quit smoking. It's a little weird to think that I'm trying to save my life and she won't bother

MOM: I still like smoking but if it depends on my daughter smoking or not smoking I think maybe we should do it together

MELANIE: Whenever your ready

SHOW CLOSE

This program has been about choice.

Your choice.

You can choose to smoke.

Or you can choose not to smoke.

It is your choice.

You can choose to be used by people who would make money off your smoking.

Or you can choose not to be used.

It is your choice.

Making choices always requires courage.

But first it requires knowledge.

Know where you stand.

I'm Linda Ellerbee.

Goodbye for Nick News.

The Canadian government proposed on December 11, 1995 a new tobacco control initiative as a result of the September 1995 decision by the Canadian Supreme Court striking down earlier tobacco control laws, especially with regard to advertising and promotion. The initiative, "Tobacco Control: A Blueprint to Protect the Health of Canadians," is broad and comprehensive, dealing with advertising, promotion, sponsorship, access by minors and point of sale activities, packaging and labelling, product regulation and reporting requirements.

Q: Canada has just proposed tobacco regulations that go beyond what you have proposed. Do you think Canada is doing the right thing? Have you gone far enough?

A: Canada has been a leader in trying to protect its citizens from smoking-related diseases and should be recognized for its efforts. Canada -- like the U.S. -- has also focused a great deal of its efforts on preventing children from using tobacco products. Protecting our children is a job that knows no boundaries. We have carefully targeted our efforts on preventing children from using tobacco products, and we think the comprehensive youth approach we have taken is the right public health policy.

TO: Lorrie McHugh
FROM: Jim O'Hara
SUBJECT: Nickelodeon

The second segment -- like the President's trip to North Carolina in August -- offers him the opportunity to confront head on some of the thornier arguments made against the initiative to prevent kids from using tobacco. It will allow him to show understanding for the farmers, and yet also show resolve on the important health issue that is the core of the Administration's initiative. Furthermore, this segment gives the President an opportunity to highlight some things that haven't gotten national attention, in particular the survey of tobacco farmers and the analysis of tobacco's declining role in the Virginia economy. He can also use the column by the Tennessee Republican lawmaker to show the breadth of support for his initiative.

POINTS TO MAKE:

- o Tobacco farmers are right to be proud of their heritage, it is rich in tradition -- but tobacco farmers also care about their kids and their neighbor's children: A recent national survey found that 71% of tobacco farmers under 45 believe smoking is harmful and 55% of tobacco farmers over 65 also believe that smoking is harmful.
- o Tobacco farmers are interested in diversification. Almost two-thirds of the farmers under 45 said they were interested in diversification. This survey also found 40% willing to support an excise tax increase if the money goes back to the farmers.
- o Tobacco farmers need to look out for their own best interests, not the interests of the companies: This survey found that more than two-thirds did not know how much money from a package of cigarettes really comes back to the farmer. According to a Wake University professor, a farmer's share of the value of tobacco products had dropped dramatically: in 1957, it was 16%; in 1991, it was about 3%.
- o A recent University of Virginia study found that tobacco companies often overstate economic benefits of their products by inflating the number of tobacco-related jobs; for example, they include jobs in retail stores that do not primarily rely on tobacco products.
- o The support for protecting our children is striking, even in tobacco states. Here is what a Tennessee Republican state lawmaker wrote: "Now you are a tobacco farmer. Raising tobacco is legal. You have to make money to put the kids

through school. It's your responsibility. Of course, you try to keep your kids off tobacco. You know it's habit forming and damaging to their health. Everyone knows that....Do you dare let the politicians play their games on your children? On this one, I am 100% with President Clinton."

KID QUESTIONS

CLEARING THE AIR

STATISTICS

COLD OPEN

- Kids are buying and smoking cigarettes in record numbers
(Source: University of Michigan, Monitoring the Future, July 20, 1995)
- Kids are becoming addicted to nicoting in record numbers
(Source: University of Michigan, Monitoring the Future, July 20, 1995)

INTRODUCTION TO SEGMENT ONE

- After ten years of holding steady, cigarette smoking is rising among young Americans
(Source: The University of Michigan, Monitoring the Future, July 20, 1995)
- A great many adults who will eventually be smokers have already begun to smoke by age 13
(Source: University of Michigan, Monitoring the Future, July 20, 1995)
- 91% of 6-year olds know who Joe Camel is. And what he sells.
(Source: US Food and Drug Administration)

SEGMENT ONE

- Each day 3,000 kids smoke their first cigarette
(Source: American Lung Association)
- Smoking kills 400,000 Americans each year
(Source: US Office on Smoking and Health, 1990 SAMMEC Mortality Estimates)
- The tobacco industry needs 5000 more smokers a day to replace those who quit or die
(Source: Surgeon General: CDC, A Group Leader's Guide: SGR4KIDS, p.3)
- Tobacco industry spends 6 billion a year on advertising and promotion
(Source: CDC Preventing Tobacco Use Among Young People)

*There are no specific statistics in segment two or three. However, we hope that the kids, Linda, and/or the President will refer to additional statistics during the discussion segments. (For Linda's part, she will only use statistics from the "Robert Wood Johnson Foundation Youth Access to Tobacco Survey Summary")

KID BIOS

KID BIOS

Doug Palletta from Boone, NC, is 13 years old and a member of the smoke free class of 2000. He is also a member of Project Assist, a youth advocacy group that tries to make it more difficult for minors to buy cigarettes. Doug tried to buy cigarettes from vending machines 9 different times and was successful each time. He has asked his town council to ban all cigarette vending machines.

Rahshek Ellis from Washington, DC, is 14 years old. He has written letters asking that cigarette ads be taken off billboards because he thinks kids are influenced by the ads. He has witnessed kids buying cigarettes from stores in his neighborhood and wants tougher laws to stop that from happening.

Marco Acevedo from Washington, DC, is 13 years old. He is a member of the smoke free class of 2000. He doesn't like cigarette ads that show people having fun while smoking, and wants ads banned from public buses and school zones. Marco wrote to Janet Reno asking her to help make cigarette ads that are aimed at kids illegal.

Sammy Blum is a nine-year-old from Houston, TX. Two years ago, he wrote to the New England Journal of Medicine to ask why his Marvel trading cards featured characters who were smoking cigarettes. The president of Marvel Entertainment wrote back to tell him that Marvel would keep cigarettes out of future trading cards. Sammy had a grandfather who smoked and died of a heart attack, and his father is a doctor. Therefore, he is very concerned about the medical effects of smoking.

Tawnya Wiegmann from La Puente, CA is 13 years old and a member of the smoke free class of 2000. She has asthma and is concerned about second-hand smoke. Tawnya's parents are divorced. She is unable to visit her father as much as she would like to because he smokes a pack of cigarettes per day and it bothers her asthma. She has participated in skits aimed to teach young children the dangers of tobacco use.

Kim Nguyen from Washington, DC is 13 years old. As a youth ambassador of the smoke free class of 2000, she wrote a letter to President Clinton asking that smoking be banned from all public places.

Jennie Walker-Brown from Washinton, DC is a member of the smoke free class of 2000. What bothers her the most about cigarette ads is that the people in them have white teeth, and all the smokers she knows have yellow teeth. She attended a conference with the American Cancer Society and asked that cigarette ads be banned in areas that are close to schools and parks.

Lauren Meyer is 12 years old and lives in New Jersey. Both of her parents smoke, and she is afraid that they will die soon. She also had an uncle who died from second hand smoke. She was involved in a campaign to remove cigarettes from vending machines.

Alternates:

Ordale Allen from Washington, DC, is 13 years old and a member of the smoke free class of 2000. He wants all cigarette ads banned and attended a press conference with the American Cancer Society to urge government to remove cigarette ads from billboards. He believes people have a right to smoke in private, but would like smoking banned from public places.

Jana Green is 12 years old and from Washington, DC. Her uncle is a heavy smoker, and she is worried about his health because he coughs a lot. She would like to see all tobacco ads banned because she thinks they influence kids.

Donald Jally is 13 years old and from Washington, DC. He is most concerned about the amount of advertising that is aimed at children. He attended a press conference to ask that cigarette ads be removed from billboards.

Nicole Powell from Washington, DC is a member of the class of 2000. She is 13 years old and concerned about second hand smoke.

TO: Lorrie McHugh
FROM: Jim O'Hara
SUBJECT: Nickelodeon

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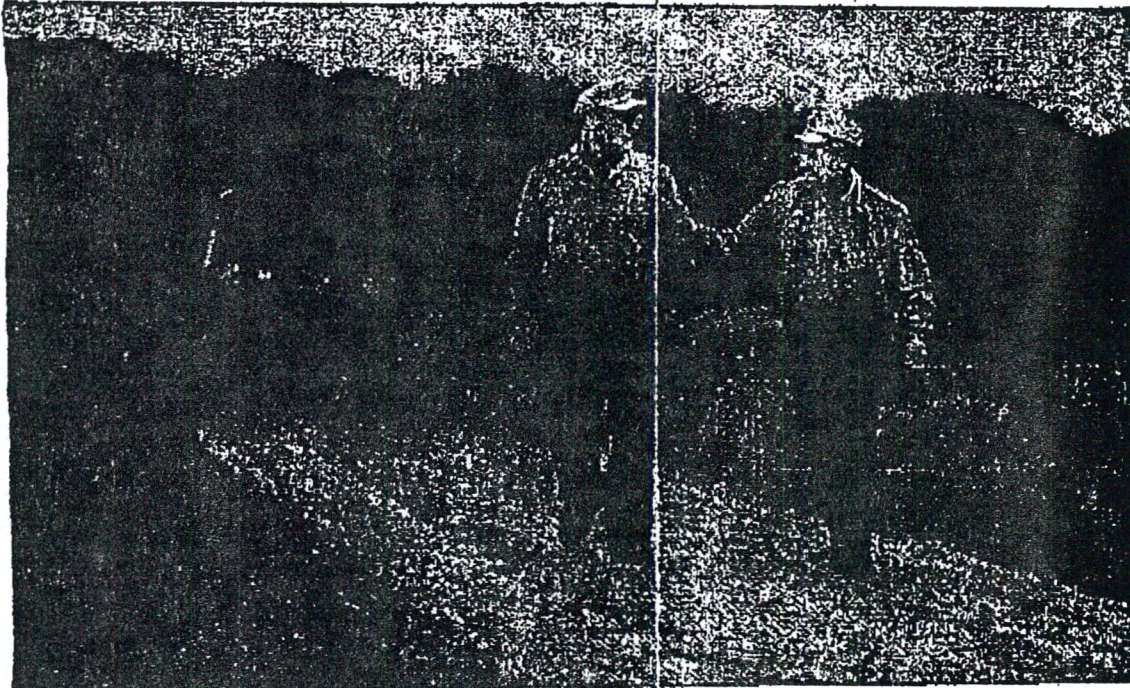
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To: OCS

THE NEWS & OBSERVER

WEDNESDAY, NOVEMBER 1, 1995

COSTS, COMPETITION KEEP YOUNGER FARMERS FROM EMBRACING A TOP CROP



Father-and-son farmers Robert, right, and Tommy Dalrymple compare notes while crossing their fields north of Sanford.
STAFF PHOTO BY SCOTT BUCKLEY

Study finds limits in loyalty to tobacco

By JERRY ALLENWOOD
Staff Writer

The first national survey of U.S. tobacco farmers indicates that young growers are more eager to try alternatives to tobacco and are slightly more skeptical of tobacco companies than their elders.

The results also show that farmers, especially those under age 45, realize times are changing — and they're worried.

The survey of nearly 1,000 farmers — about 300 in North Carolina — depicted growers as politically active, with strong ties to tobacco and their farms. Most indicated they plan to keep producing the golden leaf that has paid mortgages and sent their families to college for generations.

"Younger farmers want to stay farmers — it's in their blood," said Hal Hamilton, a former grower of burley tobacco who is director of the Center

for Sustainable Systems, in Berea, Ky. "And they're willing to try just about any enterprise that allows them to support their farms and their families. But they feel there are barriers in their way that can keep large-scale efforts at diversification from working."

The center, which does research on agriculture and forestry issues, sponsored the survey, along with Bowman Gray School of Medicine at Wake Forest University. Sponsors said the U.S. Tobacco Farmers' Opinion Study is the first of its kind, looking at how farmers feel about diversifying farms and reducing their financial dependence on tobacco.

In telephone interviews in March, two-thirds of the farmers under age 45 said they were interested or very interested in trying other ventures to supplement tobacco. In contrast, almost half of those over 45 were uninterested

Tobacco grower survey

The survey of 992 tobacco farmers in six states has found some significant contrasts between the attitudes of younger and older farmers. Some examples:

Believe smoking is harmful:

71%
55%

In the last five years...

...held a job away from the farm:

41%
14%

...increased farm income with...

...non-vegetable crop:

38%
21%

...vegetable crop:

18%
14%

...livestock or poultry:

40%
34%

Tobacco Farmers' Opinion Study
UNDER AGE 45
OVER AGE 45

SEE TOBACCO, PAGE 4A

The News & Observer

FROM: The Vermillions

PHONE NO.: 910 8935137

Nov. 01 1995 12:10PM P1

4A

Dir OK

FROM PAGE ONE

THE NEWS & OBSERVER
WEDNESDAY, NOVEMBER 1, 1995

TOBACCO

CONTINUED FROM PAGE 1A

or very uninterested.

The study has a margin of error of plus or minus 3 percentage points.

Some growers said Tuesday that the difference was not surprising, because older people are more likely to stick with what has worked for them.

And some, like Rick Apple of Browns Summit in Guilford County, said they would prefer to grow tobacco even though they are trying other things. Apple's family operates a plant nursery and greenhouse in addition to raising chickens, hogs and about 225 acres of tobacco.

"That's my first love," he said of tobacco. "The economic realities are that it just comes to a point where you don't have much choice. We're fast approaching that point."

In the past 15 years, money from tobacco has declined as U.S. smoking dropped, costs of tobacco production soared and competition from foreign tobacco increased.

When asked to identify barriers to diversification, 73 percent of the farmers cited a lack of processing facilities for other crops, 40 percent mentioned a lack of money to finance alternatives and 40 percent referred to a lack of places to sell other crops. Fifty-seven percent said the lack of low-interest loans to support diversification was a problem.

Garry Turry, who grows about 43 acres of tobacco near Albemarle, said in an interview that banks will make a loan for a tobacco operation but not for other crops. Growing something else, such as vegetables, is risky unless there is a stable market.

"Either you sell it or smelt it," he said.

Although tobacco farmers traditionally have opposed increased taxes on cigarettes, the study found that some are changing their minds if the money is earmarked for diversification. About 40 percent of the respondents supported a proposal to increase the federal excise tax on cigarettes by 5 cents if all of the money went back to tobacco farmers.

In a poll of public attitudes toward tobacco farming conducted with the farmer study, almost half of those questioned favored an increase in the federal cigarette tax if a percentage of the revenue goes to tobacco farmers.

David Altman, an associate professor in the department of public health sciences at Wake Forest University, said public health agencies and tobacco farmers could work together to diversify tobacco farms. An increase in the excise tax

Additional tobacco results

Some more examples from a survey of 992 tobacco farmers in six states, showing differences in the attitudes of younger farmers compared with older ones:

Young or old, tobacco farmers are very active politically.

In the past two years...

	UNDER AGE 45	OVER AGE 45
Joined to a political or express opinion	58%	44%

Other findings:

	UNDER AGE 45	OVER AGE 45
Broodpents grow tobacco	93%	53%

	UNDER AGE 45	OVER AGE 45
Believe that tobacco farmers benefit if tobacco manufacturers do well	48%	70%

About the survey: It was conducted by the Center for Sustainable Systems in Berea, Ky., and Bowman Gray School of Medicine at Wake Forest University in Winston-Salem. It is based on interviews with 992 tobacco growers and tobacco allotment owners. Most of the respondents were from Tennessee, North Carolina and Kentucky, where 82% of the nation's tobacco farms are found. Smaller numbers were from Virginia, South Carolina and Georgia. The margin of sampling error is plus or minus 3%.

The News & Observer

'No one is saying get out of tobacco entirely. On the other hand, the handwriting is on the wall. The farmers' dream may be going up in smoke.'

David Altman

an associate professor in the department of public health sciences at Wake Forest University

on cigarettes could help finance the switch, he said.

"No one is saying get out of tobacco entirely," he said. "On the other hand, the handwriting is on the wall. The farmers' dream may be going up in smoke."

Altman said tobacco companies use the political clout of tobacco growers for their benefit but do not help farmers as much as the farmers think. For example, he said, tobacco companies have moved manufacturing facilities to foreign countries and bought more foreign tobacco.

He said the study showed that farmers lacked knowledge about the overall economics of tobacco. More than two-thirds of the survey respondents did not know what percentage of the price of a pack of cigarettes goes to the farmer, and more than 75 percent did not know how much foreign growers are paid by U.S. companies.

Altman said the farmers' share

of the value of tobacco products has plummeted from 16 percent of every dollar's worth in 1957 to about 3 percent in 1991. In the same period, the companies' return on each dollar's worth increased from 44 percent to 72 percent.

But the study showed that tobacco farmers liked their interests with those of the tobacco companies. More than half of those surveyed agreed with the statement, "Tobacco companies care about tobacco farmers," and almost two-thirds agreed that "tobacco farmers do well if tobacco companies do well."

Farmers over age 45 were more likely to agree that tobacco companies care about tobacco farmers.

While farmers expressed dependence on tobacco companies, they showed mixed levels of trust of companies. About one-third said they believed information given to them by tobacco companies, one-third disbelieved the information and one-third were neutral. More than 80 percent identified the purchase of foreign tobacco by U.S. manufacturers as a grave threat to their future.

Bob Dalrymple, a 73-year-old Sanford area farmer who farms about 150 acres of tobacco with his son, Tommy, and brother, William, said their family would continue to grow tobacco as long as there is money in it. Tommy, who is 34, agreed.

"I'm banking on it right now," Tommy Dalrymple said.

Study criticizes kids magazine

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**FIRST NATIONAL SURVEY OF TOBACCO FARMERS EXPLORES
ATTITUDES TOWARD AGRICULTURAL DIVERSIFICATION****STUDY FINDS YOUNGER FARMERS EAGER TO FIND WAYS TO DIVERSIFY**

Berea, KY; November 1, 1995: A study released today by the Center for Sustainable Systems of Berea, KY and the Bowman Gray School of Medicine at Wake Forest University in Winston-Salem, NC reveals for the first time tobacco farmers' attitudes toward diversifying their farms and lessening their financial dependence on tobacco.

The U.S. Tobacco Farmers' Opinion Study shows that the younger the farmer, the more he or she realizes that long-held beliefs about the security of tobacco as a sustainable cash crop are being challenged. Foreign imports, increased regulation, and public health concerns are all cited by tobacco farmers as potential threats to the crop that has supported their families and communities for generations. Many are looking for ways to diversify their economic base so they do not have to give up their family farms; but many also identify considerable infrastructure and financial hurdles to overcome for successful diversification efforts to occur.

"The U.S. Tobacco Farmers' Opinion Study is the first time a broad cross-section of tobacco farmers has been asked their opinions about diversification," says Hal Hamilton, director of the Center for Sustainable Systems. "And it confirms what tobacco farmers tell me every day. Tobacco has paid a lot of mortgages and sent a lot of kids to college. But farmers know things are changing. And they're worried."

- more -

Page 2

The U.S. Tobacco Farmers' Opinion Study was conducted among a geographically and economically diverse group of growers, both large and small. In almost 1000 interviews, two-thirds of tobacco farmers under the age of 45 said they were "interested" or "very interested" in trying other on-farm ventures to supplement or replace tobacco. In contrast, almost half of those over 45 were "uninterested" or "very uninterested."

"Younger farmers want to stay farmers -- it's in their blood," says Hamilton. "And they're willing to try just about any enterprise that allows them to support their farms and their families. But they feel there are barriers in their way that can keep large-scale efforts at diversification from working."

Of the farmers surveyed, 72% cited a lack of processing facilities for other crops as a barrier; 60% cited a lack of capital, and 57% thought low-interest loans would be needed to support a wide-spread diversification effort.

"For diversification to be successful, farmers need a marketing infrastructure, technical assistance, and financial backing," says Hamilton.

One proposal for where the money for these needs would come from has been to earmark a percentage of an increased cigarette excise tax for diversification efforts. While tobacco farmers have traditionally opposed increased taxes on cigarettes, and lobbied on behalf of the tobacco manufacturing companies against taxes, some farmers are changing their minds.

Rick Apple of Brown Summit, NC is one. Past president of the North Carolina Tobacco Growers Association, he still grows tobacco but has also branched out into a thriving wholesale and retail nursery operation on his farm. He has talked with many of his fellow farmers about an increase in cigarette taxes, and discovered that most of them understand the new realities of tobacco economics.

- more -

Page 3

"Their overwhelming response was they would support a tax if they knew and felt secure that there was something in it for the farmers," Apple says. "If the government's serious about getting out of the tobacco business, then they ought to help the farmers get out of it."

In a poll of general public attitudes toward tobacco farming conducted in conjunction with The U.S. Tobacco Farmers' Opinion Study, almost half those asked also favored an increase in the federal tax on cigarettes with a percentage of the revenues earmarked to help farmers get out of the tobacco business.

"This is an instance where concerns for public health and for the future of the small, family-owned farm can coexist," says David Altman, Associate Professor in the Department of Public Health Sciences at the Bowman Gray School of Medicine at Wake Forest University. "Generally, public health officials have been seen as enemies of tobacco farmers. But now there is a window of opportunity for public health professionals and tobacco farmers to come together to support an excise tax increase. This could create a huge infusion of money, some of which could go directly to farmers to help them diversify."

"We don't want farmers to be stuck in the tobacco trap," says Hal Hamilton. "We know the tobacco manufacturers can buy high-quality tobacco cheaply overseas. In the meantime, we also know that the number of smokers in this country is going down. We have to be realistic and face the future -- tobacco is not safe for people's health, and it's not a secure foundation for the economic health of farmers and their families and communities."

"Tobacco farmers have told us they're willing and eager to try other crops -- but we need policies in place to help them do that. The small family farm has been the backbone of this country since its founding. We have to help those who've grown tobacco for generations gradually lessen their dependence on it, so their futures, their families' futures, and the futures of their communities can be bright."

The U.S. Tobacco Farmers' Opinion Study was funded by a grant from the Robert Wood Johnson Foundation.

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TOILING a line

to competition

BY MICHAEL MARTZ

Times-Dispatch Staff Writer

Virginia regulators threw open the doors to competition in the local telephone business yesterday, and a line of rivals began to form immediately.

At least four "competitive" plans apply soon for certification to compete in local telephone markets under rules issued by the State Corporation Commission. The list includes two of the nation's largest long-distance carriers, a cable television company and a provider of special access services to businesses.

"We want to serve local customers in Virginia — there is no question about it," said Robert C. Lopardo, senior counsel for MCI Communications Corp., owner of the nation's second-largest long-distance company.

"Local competition is going to benefit consumers in Virginia," he predicted. "It will give them choices and lower prices."

Monopoly status for local telephone service will end on Jan. 1 in Virginia, under a law adopted earlier this year by the General Assembly. Regulators cautioned, however, that major questions remain to be answered before competition is likely to become effective in most markets.

"While companies can submit applications immediately, it is unlikely that customers will have choices in the local telephone service market

PLEASE SEE PHONES, PAGE A5 ▶

Local role waning?

U.Va. study cites consumption drop

BY CARLOS SANTON

Times-Dispatch Staff Writer

CHARLOTTESVILLE — The future for tobacco in Virginia is becoming increasingly gloomy while its importance to the state's economy is waning, according to a University of Virginia study released yesterday.

"The fundamental cause is that domestic consumption of cigarettes has topped out," said John L. Knapp, economic research director of U.Va.'s Weldon Cooper Center for Public Service. "The major reason for that is increased concern about health."

Total cigarette consumption in

the United States peaked in 1981 and has dropped steadily.

Knapp said his study found that though tobacco is still the state's biggest cash crop, bringing in \$168 million in revenues last year, it's not as important as it once was.

"It is important, but its relative importance is not as large as implied by the industry," said Knapp. "I think the perception of its degree of importance now is influenced by its past importance in Virginia."

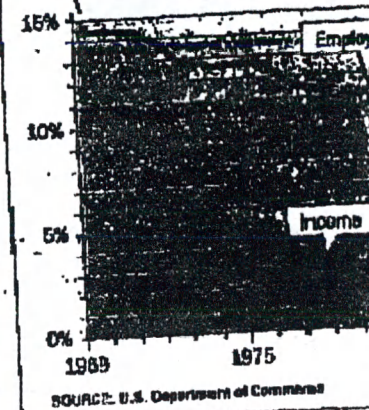
Virginia still ranks fifth among tobacco-producing states.

Knapp's study was financed by a

PLEASE SEE LEAF, PAGE A13 ▶

an tobacco factor than the

and job and
tobacco-producing
has been declining
for nearly a quarter of
a century.



Services, prevention

Will Resident

find supplemental crops to diversify the tobacco-dominated agricultural economies of Southside and Southwest Virginia.

Others said state efforts should be squarely behind tobacco, finding ways to make Virginia growers more competitive in booming world markets — even as domestic smoking declines because of health effects and political pressure.

"Tobacco growing is the white

"We gave it our best," Conner said. "Spend our tax dollars [on tobacco] so we can be more efficient and compete worldwide."

Tobacco farming is here to stay, he said.

"Sure there are health concerns, but there are a lot of things we do that aren't healthy. It will continue to be smoked and grown somewhere in the world."

But Dr. Marvin Lougheed of Roa-

for tobacco farmers;

develop programs to ensure that agribusiness entrepreneurs have access to venture capital;

and promote economic development efforts to ensure that off-farm employment is available to members of farm families.

The subcommittee chairman, Del. Mitchell Van Yahres, D-Charlottesville, said he doubted the study will require new legislation, but it may prompt new programs.

Leaf's economic role fading?

▼ LEAF FROM PAGE A1

grant from the Robert Wood Johnson Foundation to provide an objective current appraisal of the industry, he said.

Knapp said a 1990 study commissioned by the industry's Tobacco Institute far overestimated the number of tobacco-related jobs in Virginia. That study said that about 44,000 jobs were directly tied to tobacco growing and about 84,000 jobs were indirectly tied to the industry.

But Knapp called the estimate "very generous" and noted, for example, that it includes jobs in stores that sell tobacco. "The inclusion of retail trade ... except for stores that only sell tobacco, is debatable," Knapp said.

Knapp would not give his own estimate of the number of tobacco-related jobs in Virginia, but he noted that even using the institute's figures, tobacco employment represents only about 4 percent of total employment in the state.

The Tobacco Institute disagreed with Knapp's calculations.

Tom Lauria, a spokesman for the institute, said the 1990 study is legitimate. "All Price Waterhouse audit government data," said Lauria. "The figures are solid."

Lauria also scoffed at predictions of a tough future for the tobacco industry. He's entitled to his opinion, but based on data we've seen, we have a strong national and international interest in our product, especially our Virginia product.

Knapp said that though "to some extent the industry is helped by the export market, several trends are in place that indicate it's not going to be a major source of growth anymore."

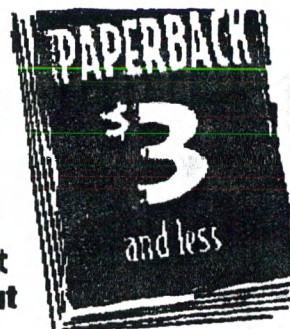
He said expansion of production by foreign companies and the high price of American cigarettes affect tobacco exports. Imported cigarettes are making inroads into the U.S. tobacco market, which faces higher taxes on tobacco consumption.

The overall effect will be to create economic problems in the state's major tobacco counties in southern and western Virginia, Knapp said.

Farm employment and farm income have been dropping in the tobacco region of the state for many years, he said. Income hit bottom in the early 1980s when a blue-mold breakout cost growers more than \$7 million.

But the tobacco industry is turning to alternative crops, more

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BASS SHOES FOR HER

APR The Courier-News, Wednesday, August 23, 1995

Clinton correct in war on smoking

Let's do some role playing. I want to see how you would think and act as 1) a tobacco company executive; 2) a politician; 3) a tobacco farmer; and 4) a parent.

First of all, right up front and before some of you get all excited, let me be very clear. We are talking about children smoking. Grown-up folks have made their choice. As far as I am concerned, that is their right (although I have lost a father and some very close friends to early death from smoking).

President Clinton has declared war on children smoking. He tells that 3,000 "get the habit" each day and 1,000 will die early from it. Most adults started when they were kids.

Okay, your first role is tobacco company executive. With a straight face you go on TV and tell that you never lobby for laws that would hurt children. Lie. I've been there and seen that. It is a disgrace to see the undercover ways the tobacco companies encourage laws to get young people "hooked."

For example, recently they defeated an attempt to require cigarette dispensing machines must be under visual supervision of an adult.



Coffey

Inside Nashville

But hey, it's your job as a tobacco company executive to say you don't do these things. It was also your job a few years back to say cigarettes don't cause cancer. Some joy!

Now try the role as a politician. Why would you ever listen to a lobbyist or colleague, who would have you vote to harm innocent children? The answer is easy. Self-preservation is the first instinct.

As a politician you learn fast to survive — or you are gone. It's also intimidating to have hundreds of thousands of angry tobacco farmers roaming the legislative halls and waiting in your office. Finally, it's intimidating to look at the thousands of dollars being doled out by the tobacco lobby to support politicians who will vote their way. Money wins votes. So you cave in

and vote their way, not the way you know is right.

Now you are a tobacco farmer. Raising tobacco is legal. You have to make money to put the kids through school. It's your responsibility. Of course, you try to keep your kids off tobacco. You know it's habit forming and damaging to their health. Everyone knows that.

But tobacco is a good cash crop. In 1955, Tennessee had 85,000 acres of tobacco; now it's 53,000. Each acre can bring in \$2,000 net.

Of course, there are other ways. An acre of blackberries can bring you \$5,000. An acre of Fraser fir Christmas trees can net \$30,000 in five or six years. An acre of the new head-high dwarf apple trees can bring in \$2,100. An acre of strawberries can pull \$3,000 to \$4,000. And even tomatoes can bring \$1,500. There are ways, but it's hard to break old habits.

On the other hand, as a tobacco

farmer you are beginning to hear the "nonsens" talk about whether the next class action lawsuit will include you, not just the cigarette companies. Maybe it's time to re-plan the farm. Lawyers can be mean.

Finally, you are now the parent. You know that Johnny and Sue will be tempted to try smoking. They live in a world of danger, drugs, violence and sex. This is just one more problem. Most likely it's not the biggest concern. There is only one chance in four they will be hooked. And even if it gets them, they have a two-thirds chance of not dying early from it.

Sounds like Russian Roulette. Do you dare let the politicians play their game on your children?

On this issue I am 100 percent with President Clinton.

David Coffey is state representative of the 33rd District.

To: Jerry Mandel
From: David S
FYI

104-301
784
781

UNITED STATES SENATE
DEMOCRATIC LEADERSHIP COMMITTEES

WASHINGTON, D.C.
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CLEARING THE AIR

SHOW SCRIPT

CLEARING THE AIR

COLD OPEN:

Kids are buying and smoking cigarettes in record numbers.

Kids are becoming addicted to nicotine in record numbers.

Now a lot of kids want to change that.

And so does the President of the United States.

Time to talk.

Time to do something.

INTRO ACT ONE

Hello. This program is about smoking and kids.

Our guest is President Bill Clinton, who has strong feelings on this subject, and some ideas about what to do.

Welcome, Mr. President.

(he says hello)

We're here today because of some disturbing facts.

After ten years of holding steady, cigarette smoking is rising among young Americans.

According to the University of Michigan, which has been studying this problem, a great many who will eventually be smokers have already begun to smoke by age 13.

Why?

For one thing, you can. Cigarettes are easily available to kids, and in the media, smoking looks cool.

Begin with this: according to the U.S. Food and Drug Administration, 91 % of 6-year olds know who Joe Camel is. And what he sells.

Here's more.

SEGMENT ONE

Jean (Opening teaser)

01 08 55. Children are crucial to the tobacco industry.

Girl (Theresa)

05 28 33. Statistic

Each day 3,000 kids smoke their first cigarette....

Jean

01 09 42 smoking is an addiction that starts in childhood.

Two kids (Myrhinne & Andre)

natsot

06 11 36...it's a cartoon caricature..I know, but it still influences kids...see they even make the camels pretty....

Jean

01 01 22. My name is Jean Kilbourne and for about 15 years I've been giving lectures all around the world on tobacco advertising.

Kid (Theresa)

04 12 00 I don't know why people smoke, I just think it's really stupid.

Jean

01 02 16 The tobacco industry encourages people to smoke // If you just looked at the advertising you 'd think that // 01 15 30 everybody is smoking.

Kid (Andre)

04 01 18. I see cigarette ads in magazines and in billboards. // Joe Camel ads might be meant for kids...

Jean

01 20 46 The tobacco industry is in the business of getting children addicted to nicotine. Which means they have to sell cigarettes where children will see them...

Girl (Myrhinne)

04 18 35. ...there's billboards just right on top of the candy sometimes.

Jean

01 21 06 They make it very easy for children to get cigarettes.

Boy (Indian boy)

03 06 18 Kids start smoking because they think it's cool....

Jean

01 21 15 children are their most important customers.

Jean

01 04 40 There is an enormous amount of cigarette advertising on television because of the sponsorship of sporting events. //

01 02 50 We have race cars with cigarettes names all over them. //

01 02 54 That's a form of advertising.

Boy (Michael)

03 13 50. I don't think ads make we want to smoke cigarettes.

Jean

01 15 48. There is a kind of advertising that goes on in films too, where people are paid to smoke in the films, and paid to use a certain kind of cigarette brand.

Boy (Jackson)

04 22 40. Sometimes I notice people smoking cigarettes in television and movies..

Jean

01 02 54 But there's also a kind of advertising that we don't always recognize // called promotion. //01 03 56 Where you can get t-shirts, and caps which you can wear with the brand name.// 01 04 58 that's an ad.

2 kids (Myrh & Andre)

06 18 30 natsot....they come in the mail...

Jean

01 05 43 Cigarette companies have known for a long, long time that cigarettes are dangerous to our health.

Boy (Geron)

03 22 55.Smoking can cause you to have lung cancer, and the effect of lung cancer is you can die.

Jean

01 05 49 No question about that.

Kid (Myrhinne)

05 12 30. Statistic: Smoking kills 400,000 Americans each year.

Jean

01 05 50 So a good question is why do they continue to sell cigarettes if they know that cigarettes can kill us?

Kid (Andre)

05 28 33. Statistic. The tobacco industry needs 5,000 more smokers a day to replace those who quit or die.

Jean

01 05 55 Unfortunately, profits are as addictive as nicotine.

Jean

01 10 26 We all believe that advertising doesn't influence us at all.

Jack

04 23 00. I wouldn't try a cigarette just because I saw someone in a movie that I like.

Jean

01 10 52 But the truth is that advertising does influence us. 01 18 18 Would the tobacco industry be spending 6 billion dollars a year on advertising and promotion if it didn't convince people to smoke.

SEGMENT TWO

INTRO ACT TWO

Maybe in a perfect world, there would be no such thing as cigarettes.

So, okay, if cigarettes are so bad for us, why don't we pass a law making them illegal?

That's what most kids said when the Nickelodeon poll talked to them about this issue.

"Just outlaw cigarettes."

Well, why not?

Because we don't live in a perfect world.

RON

2:10:46 This farm has been in our family for 3 generations...

1:22:41 My name is Ron Burnett, I'm 12 years old and I live on a tobacco farm in North Carolina

2:21:48 This is basically what is in cigarettes except ground up.

2:07:44 There are a lot of jobs that are created in North Carolina by the tobacco industry.

MOM

3:13:11 You can ride through Oxford and see many types of business that are directly involved in the tobacco process...

CARL

5:01:20 We probably have 100,000 people that depend to a great degree on tobacco for their income here in North Carolina.

4:24:10 I'm Carl Sofley, I work for the North Carolina department of Agriculture as the tobacco specialist.

5:13:35 Farmers like the Burnett's face a rather uncertain future.

DAD

4:23:00 On this particular road that I live on...20 years ago it was 8 families making a living on that farm and now it is down to 2.

MOM

3:10:35 No other crop can bring in the income that tobacco can bring in.

RON

2:05:01 Because most other crops don't get as much money.

MOM

3:10:35 ... For example the money that Ronnie may make on one acre of tobacco for other crops like soybeans, or wheat, or corn he would have to grow hundred of acres

3:12:17 We rely heavily on that income to sustain us to save for Ron's college education, to make sure that we have a secure future.

3:11:08 Another issue of course is the negative press... this is a legal crop in the United States and some people are making the farmers feel like what they are doing is less than honorable..

CARL

5:15:10 It brings in about 13 BILLION.. dollars in federal, state, and municipal taxes.. here in NC and across the country. Now that is a lot of money that goes to support schools, hospitals, just about anything that you can image going on in our community these tax dollars are supporting. So even though tobacco gets a bad name in some respects for health issues it certainly is making a tremendous contribution.

SEGMENT THREE

INTRO ACT THREE

Just how bad is tobacco and how hard is it to quit?

Worse and harder than you think.

Cigarettes are killers that travel in packs.

As for quitting, the writer Mark Twain said it was the easiest thing he ever did.

After all, he said, he'd done it a thousand times.

I started smoking when I was 18. I quit three years ago.

Now, when I go hiking, I run out of breath quicker than my friends who never smoked, but it's getting better all the time.

I'm lucky.

Some aren't.

Here are two stories.

**SMOKING ADDICT
MATTHEWS**

MELANIE: 1;01;00 WHEN I FIRST I started smoking i was in the sixth grade. i was about 12 years old. and i did it as a popularity thing. 1;03;34 I wanted to / stand out in a crowd. be like, young and beautiful

MELANIE: 1;02;42 i wanted to be like my mom.

MELANIE: INTRO My name is Melanie Petal. I'm 16 years old.

MOM: watching melanie pick up the habit, has made me feel guilty.

MOM 1;07;50 My name's debra breniak. i'm melanies mom. i've been smoking since i'm 13. // It's gonna be about 25 yrs. I wanted to be an adult at 13 so i started smoking. I looked cool , I looked grown up

MELANIE: 1;19;07 i decided to stop smoking because I was scared that I might die of cancer.

10/16/94 DEAR DIARY, MY DAD HAS CANCER, I'M VERY FRIGHTENED

I HAVE BEEN MAKING SIGNS THAT SAY FEEL BETTER DADDY BUT I DON'T WANT HIM TO DIE..... I

RACHEL: 5;00;47 my name is rachel kreiger i'm 9 years old

RACHEL: 5;01;23 my dad has lung cancer // 5;02;16

DAVE: 5;03;09 my name is dave kreiger // I'm Rachel's father I smoked for about 20 years// IDAVID: 6;02;36 I started at 12yrs old, it was stupid. /

RACHEL: Lung cancer is a terrible thing and you can die from it. Him being sick is very scary for me and I just wish this whole thing never happened. He would have not gotten sick

MELANIE: 2;04;28 I personally believed that i could quit any time i wanted to // i was wrong. // I would go through nicotine withdrawals where I would go into a blind rage. it's

really really hard.

MOM: Stopping is unbelievable// It's like a monkey on your back that don't get off.

MELANIE: The nicotine is a drug//I think that I'm addicted

Dear diary, my dad went to the hospital t yesterday and is coming back tommorow. He had a very big operation on his side he is very much in pain. Every night I pray he'll be ok.

RACHEL: I wouldn't smoke because I wouldn't want to get lung cancer and I wouldn't want to go through what my dad went through

MELANIE: When I see my mom smoking and I'm trying to quit smoking. It's a little weird to think that I'm trying to save my life and she won't bother

MOM: I still like smoking but if it depends on my daughter smoking or not smoking I think maybe we should do it together

MELANIE: Whenever your ready

SHOW CLOSE

This program has been about choice.

Your choice.

You can choose to smoke.

Or you can choose not to smoke.

It is your choice.

You can choose to be used by people who would make money off your smoking.

Or you can choose not to be used.

It is your choice.

Making choices always requires courage.

But first it requires knowledge.

Know where you stand.

I'm Linda Ellerbee.

Goodbye for Nick News.

STATISTICS

CLEARING THE AIR

STATISTICS

COLD OPEN

- Kids are buying and smoking cigarettes in record numbers
(Source: University of Michigan, Monitoring the Future, July 20, 1995)
- Kids are becoming addicted to nicoting in record numbers
(Source: University of Michigan, Monitoring the Future, July 20, 1995)

INTRODUCTION TO SEGMENT ONE

- After ten years of holding steady, cigarette smoking is rising among young Americans
(Source: The University of Michigan, Monitoring the Future, July 20, 1995)
- A great many adults who will eventually be smokers have already begun to smoke by age 13
(Source: University of Michigan, Monitoring the Future, July 20, 1995)
- 91% of 6-year olds know who Joe Camel is. And what he sells.
(Source: US Food and Drug Administration)

SEGMENT ONE

- Each day 3,000 kids smoke their first cigarette
(Source: American Lung Association)
- Smoking kills 400,000 Americans each year
(Source: US Office on Smoking and Health, 1990 SAMMEC Mortality Estimates)
- The tobacco industry needs 5000 more smokers a day to replace those who quit or die
(Source: Surgeon General: CDC, A Group Leader's Guide: SGR4KIDS, p.3)
- Tobacco industry spends 6 billion a year on advertising and promotion
(Source: CDC Preventing Tobacco Use Among Young People)

*There are no specific statistics in segment two or three. However, we hope that the kids, Linda, and/or the President will refer to additional statistics during the discussion segments. (For Linda's part, she will only use statistics from the "Robert Wood Johnson Foundation Youth Access to Tobacco Survey Summary")

KID QUESTIONS

QUESTIONS

Doug Palletta

- Several states have sued tobacco companies to recover what they have had to spend on medical expenses that were caused by tobacco usage. Should the federal government file such a suit?
- The growth in Medicare and Medicaid expenses poses a major problem in balancing the budget. Do you know how much money the federal government spends each year in Medicaid and Medicare for problems that resulted from tobacco usage?
- Why do we give subsidies to tobacco farmers?
- Since nicotine is addictive, why is it not regulated as a drug?
- Are ads directed toward youths convincing them to smoke?
- Given that tobacco use causes addiction, shouldn't all ads be prohibited?

Marco Acevedo

- Did you smoke when you were a teenager?
- Did you have relatives that died from tobacco chewing or smoking?
- Did you know that Joe Camel is as recognizable to most 6-year-olds as Mickey Mouse is?
- Did you know that tobacco and alcohol are the only legal drugs that if used as directed can kill you?

Kim Nguyen

- What are you going to do about tobacco ads that are targeted to teens and young adults?
- Are any of the members of Congress supporting tobacco companies and promoting tobacco ads?
- How come Congress isn't making tobacco use illegal like they did for cocaine and marijuana?
- Why aren't laws and regulations that support banning tobacco ads and smoking in public places strongly enforced?
- Will Congress support laws that ban tobacco?

Rahshek Ellis

- Will you continue to work with the smoke free class of 2000 even if you are not reelected in 1996?
- Are you and Congress working on an effective plan to get billboards and ads that influence the mind of children off the streets?
- Do you think we will ever get to the point where stores would stop selling tobacco and cigarettes to underage people?
- What do you think of second hand smoke?
- What made you decide to work with the smoke free class of 2000 on this matter?

Tawnya Wiegmann

- In every state is the age limit to purchase cigarettes 18 and over?
- Why is it so difficult to enforce it?
- Why is it not listed in every surgeon general warning that tobacco is dangerous to pregnant women?
- Why don't they make more colorful billboards on the cons of smoking?
- Why aren't pamphlets about smoking given out to teenagers before they enter high school?

Jennie Walker-Brown

- If tobacco is banned, what would you do to support the minority farmers in the South?
- Why do you think that cigarette ads are directed to young people?
- What do you plan to do about the extensive amount of cigarette ads seen at events on television?

Lauren Meyer

- If a drugstore sells things that are supposed to make you healthy, why do they sell cigarettes?
- How would you deal with it if your daughter smoked?
- How can kids from around the country get through to people to stop smoking?
- When you were young, did you have people teach you about not smoking?
- Can you make it illegal to smoke?

Sammy Blum

- Still to come

Alternates:

Jana Green

- What are you going to do about the plethora of cigarette ads in our society?
- Are you doing anything about candy and gum cigarettes and bubble gum pipes because if kids get that mentality, it may stick with them?
- What are you going to do about baseball players chewing tobacco because they are role models for some children?
- Can you make all restaurants smoke free because even if certain areas are designated for it the smoke still circulates?
- Since cigarettes are so hazardous to your health, why are they still legal?

Ordale Allen

- Would you ban cigarette ads in neighborhoods with kids?
- Would you consider banning smoking altogether?
- Would you consider raising cigarette taxes?
- Do you think smoking is a big issue, and if so, should it be as publicized as the AIDS issue?

Nicole Powell

- Still to come

Donald Jally

- Still to come

KID BIOS

KID BIOS

Doug Palletta from Boone, NC, is 13 years old and a member of the smoke free class of 2000. He is also a member of Project Assist, a youth advocacy group that tries to make it more difficult for minors to buy cigarettes. Doug tried to buy cigarettes from vending machines 9 different times and was successful each time. He has asked his town council to ban all cigarette vending machines.

Rahshek Ellis from Washington, DC, is 14 years old. He has written letters asking that cigarette ads be taken off billboards because he thinks kids are influenced by the ads. He has witnessed kids buying cigarettes from stores in his neighborhood and wants tougher laws to stop that from happening.

Marco Acevedo from Washington, DC, is 13 years old. He is a member of the smoke free class of 2000. He doesn't like cigarette ads that show people having fun while smoking, and wants ads banned from public buses and school zones. Marco wrote to Janet Reno asking her to help make cigarette ads that are aimed at kids illegal.

Sammy Blum is a nine-year-old from Houston, TX. Two years ago, he wrote to the New England Journal of Medicine to ask why his Marvel trading cards featured characters who were smoking cigarettes. The president of Marvel Entertainment wrote back to tell him that Marvel would keep cigarettes out of future trading cards. Sammy had a grandfather who smoked and died of a heart attack, and his father is a doctor. Therefore, he is very concerned about the medical effects of smoking.

Tawnya Wiegmann from La Puente, CA is 13 years old and a member of the smoke free class of 2000. She has asthma and is concerned about second-hand smoke. Tawnya's parents are divorced. She is unable to visit her father as much as she would like to because he smokes a pack of cigarettes per day and it bothers her asthma. She has participated in skits aimed to teach young children the dangers of tobacco use.

Kim Nguyen from Washington, DC is 13 years old. As a youth ambassador of the smoke free class of 2000, she wrote a letter to President Clinton asking that smoking be banned from all public places.

Jennie Walker-Brown from Washinton, DC is a member of the smoke free class of 2000. What bothers her the most about cigarette ads is that the people in them have white teeth, and all the smokers she knows have yellow teeth. She attended a conference with the American Cancer Society and asked that cigarette ads be banned in areas that are close to schools and parks.

Lauren Meyer is 12 years old and lives in New Jersey. Both of her parents smoke, and she is afraid that they will die soon. She also had an uncle who died from second hand smoke. She was involved in a campaign to remove cigarettes from vending machines.

Alternates:

Ordale Allen from Washington, DC, is 13 years old and a member of the smoke free class of 2000. He wants all cigarette ads banned and attended a press conference with the American Cancer Society to urge government to remove cigarette ads from billboards. He believes people have a right to smoke in private, but would like smoking banned from public places.

Jana Green is 12 years old and from Washington, DC. Her uncle is a heavy smoker, and she is worried about his health because he coughs a lot. She would like to see all tobacco ads banned because she thinks they influence kids.

Donald Jally is 13 years old and from Washington, DC. He is most concerned about the amount of advertising that is aimed at children. He attended a press conference to ask that cigarette ads be removed from billboards.

Nicole Powell from Washington, DC is a member of the class of 2000. She is 13 years old and concerned about second hand smoke.

October 17, 1995

MEMORANDUM FOR MIKE MCCURRY, DON BAER, EVELYN LIEBERMAN, LORRIE MCHUGH, JULIA MOFFETT, JENNIFER O'CONNOR

FROM : Vicki Rivas-Vazquez

RE : Summary: Nickelodeon Town Hall Meeting

Here are the latest details regarding our proposal for the Nickelodeon town hall meeting. The 30-minute program will be an informal discussion between the President and a group of kids about the dangers of tobacco.

Hosted by Linda Ellerbee, the program will consist of a discussion with @12 children (8-12 years of age) who have had many different experiences with tobacco (i.e. a child hooked on smoking; a kid with a parent who smokes; an asthmatic child waging a campaign against second-hand smoking.)

Nickelodeon would like to tape an hour long discussion with the President and kids, then edit the discussion into a 30-minute program as follows:

First Segment: 1-2 minutes background piece on advertisers targeting kids to smoke

8-9 minutes discussion

Second Segment: 1-2 minutes profile on kids whose father is a tobacco farmer

8-9 minutes discussion - Congress/government subsidizing tobacco, possible economic impact of smoking regulations

Third Segment: 1-2 minutes piece on children empowering themselves (i.e. teenager trying to stop smoking, kid helping his mother fight lung cancer)

Nickelodeon would like to tape the town hall meeting at a Washington area studio and broadcast the program a week later as a Sunday night primetime special. We have scheduled the taping of the town hall meeting for Wednesday, November 2nd. (Although we have not confirmed the date with Nickelodeon yet.) The program will air either Sunday, November 5th and November, Sunday 12th.

If you have any questions or suggestions, please call me at X65757.

October 28, 1995

M E M O R A N D U M

To: Don Baer
From: Julia Moffett
Subject: Nickelodeon

*Jennifer - FYI
Julia*

As we discussed, I spoke with Stephanie about a rescheduled date for Nickelodeon in December.

I was disappointed to learn from her that she does not feel the taping can be rescheduled until between December 11th and 22nd, and that she does not want to commit to a date until she gets a comprehensive interview strategy for the month of December from Evelyn.

A couple of points:

- This is not an interview. It is a tobacco/children's event.
- The dates Stephanie is looking at are much later than originally discussed. In our last discussion, we talked about the first week of December. The show airs on the weekend after its taping. Late December gets pretty lost in the holidays.
- I think this event should be viewed within the context of our tobacco follow-up strategy, not as part of the overall interview strategy for the President.
- It is unclear to me how the December interview strategy is being crafted, what it will include and when it will be done.

I spoke with Evelyn. While this is on the list of things McCurry wants done next month, she doesn't mind us pushing for a date now. Should you call Stephanie? Please advise.

Thanks very much.

QUESTIONS

Doug Palletta

- Several states have sued tobacco companies to recover what they have had to spend on medical expenses that were caused by tobacco usage. Should the federal government file such a suit?
- The growth in Medicare and Medicaid expenses poses a major problem in balancing the budget. Do you know how much money the federal government spends each year in Medicaid and Medicare for problems that resulted from tobacco usage?
- Why do we give subsidies to tobacco farmers?
- Since nicotine is addictive, why is it not regulated as a drug?
- Are ads directed toward youths convincing them to smoke?
- Given that tobacco use causes addiction, shouldn't all ads be prohibited?

Marco Acevedo

- Did you smoke when you were a teenager?
- Did you have relatives that died from tobacco chewing or smoking?
- Did you know that Joe Camel is as recognizable to most 6-year-olds as Mickey Mouse is?
- Did you know that tobacco and alcohol are the only legal drugs that if used as directed can kill you?

Kim Nguyen

- What are you going to do about tobacco ads that are targeted to teens and young adults?
- Are any of the members of Congress supporting tobacco companies and promoting tobacco ads?
- How come Congress isn't making tobacco use illegal like they did for cocaine and marijuana?
- Why aren't laws and regulations that support banning tobacco ads and smoking in public places strongly enforced?
- Will Congress support laws that ban tobacco?

Rahshek Ellis

- Will you continue to work with the smoke free class of 2000 even if you are not reelected in 1996?
- Are you and Congress working on an effective plan to get billboards and ads that influence the mind of children off the streets?
- Do you think we will ever get to the point where stores would stop selling tobacco and cigarettes to underage people?
- What do you think of second hand smoke?
- What made you decide to work with the smoke free class of 2000 on this matter?

Tawnya Wiegmann

- In every state is the age limit to purchase cigarettes 18 and over?
- Why is it so difficult to enforce it?
- Why is it not listed on every surgeon general warning that tobacco is dangerous to pregnant women?
- Why don't they make more colorful billboards on the cons of smoking?
- Why aren't pamphlets about smoking given out to teenagers before they enter high school?

Jennie Walker-Brown

- If tobacco is banned, what would you do to support the minority farmers in the South?
- Why do you think that cigarette ads are directed to young people?
- What do you plan to do about the extensive amount of cigarette ads seen at events on television?

Lauren Meyer

- If a drugstore sells things that are supposed to make you healthy, why do they sell cigarettes?
- How would you deal with it if your daughter smoked?
- How can kids from around the country get through to people to stop smoking?
- When you were young, did you have people teach you about not smoking?
- Can you make it illegal to smoke?

Sammy Blum

- Still to come

Alternates:

Jana Green

- What are you going to do about the plethora of cigarette ads in our society?
- Are you doing anything about candy and gum cigarettes and bubble gum pipes because if kids get that mentality, it may stick with them?
- What are you going to do about baseball players chewing tobacco because they are role models for some children?
- Can you make all restaurants smoke free because even if certain areas are designated for it the smoke still circulates?
- Since cigarettes are so hazardous to your health, why are they still legal?

Ordale Allen

- Would you ban cigarette ads in neighborhoods with kids?
- Would you consider banning smoking altogether?
- Would you consider raising cigarette taxes?
- Do you think smoking is a big issue, and if so, should it be as publicized as the AIDS issue?

Nicole Powell

- Still to come

Donald Jally

- Still to come

Nickelodeon

December 12, 1995

Jen -

I think FDA and HHS did a great job on the package - especially the Qs and As. They are short and to the point.

I went through and edited out some material that seemed a little excessive. Obviously, it is totally your call on what goes in the book. I just thought I'd take a shot at helping to condense it.

I also have the following recommendations for your review:

- * Put the questions that Nickelodeon submitted up front.
- * Group the Qs and As together based on the Nickelodeon segments. So, facts and figures/advertising would be section one; POTUS proposal and Freedom of Speech would be section two; impact on tobacco farmers and general economic questions would be number three; and questions on addiction can be number four.
- * There may be some new figures released by HHS on Friday which will need to be added.
- * The background package is good, but it might be better placed after the Qs and As. If the briefing is structured similar to media interview briefings, POTUS likes to look at Qs and As first.
- * I also put a * next to questions which seem more likely to be asked - just in case you were looking for any suggestions to cut the Qs and As down.

- Hope this is helpful. Please give me a call if you have any questions or need me to do anything....

Jen

TAX → we've targeted
to prevent kids

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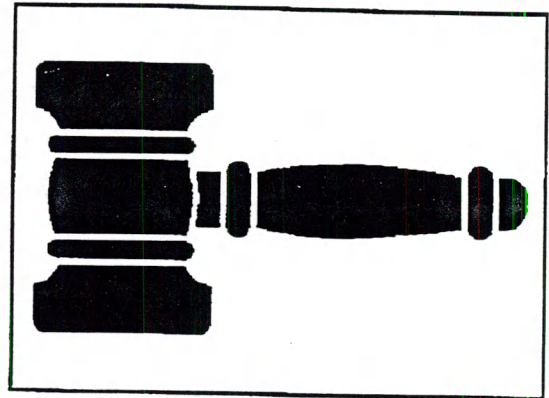
Nickelodeon

DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318
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DATE: November 30, 1995

TO: JEN O'CONNOR
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FROM: ANDREW D. HYMAN
Special Assistant to the General Counsel
Office of the General Counsel, Room 707F
Department of Health and Human Services
200 Independence Ave., SW
Washington D.C. 20201

COMMENTS: Attached is a draft of the summary of tobacco events and the Qs and As. They have not gone through HHS clearance yet. A one pager on legal issues will follow.

① Facts & Figures
② Advertising
③ POTUS proposal
Freedom of Speech

④ Tobacco Farmers/Economic
⑤ Second-hand smoke
⑥ Addiction

No. of Pages (including cover): 16

New figs. to be released
on Friday

DRAFT DRAFT DRAFT DRAFT DRAFT DRAFT

Since you announced the promulgation of the proposed FDA tobacco regulations, there has been extensive activity in and out of the federal government pertaining specifically to the proposed regulations and to tobacco issues in general. These developments are broken down by subject matter and summarized below.

I. Legislative Issues

A. Proposed Legislation

← Can probably be put in a couple of sentences. Four bills have been introduced - three of the four are designed to ~~reduce~~ ^{mitigate} the impact of your proposal

Numerous members of Congress have either introduced or co-sponsored legislation ostensibly designed to diminish the impact of the proposed tobacco regulations. The bills are as follows:

- The Motor Sports Protection Act (H.R. 2265). Introduced by Rep. Funderburk (R-NC) on September 6, 1995. (50 co-sponsors). Prohibits federal regulation of advertising by the tobacco industry at NASCAR auto racing events and at any other race or event sponsored by any other professional motor sports association.

Sen. Helms (R-NC) introduced a companion bill to H.R. 2265 (S. 1295) (2 co-sponsors: Sens. Faircloth (R-NC) and Warner (R-VA)).
- Bill introduced by Rep. Payne (H.R. 2283). Prohibits the regulation of tobacco products by the Secretary of HHS under the authority of the Federal Food, Drug and Cosmetic Act, the Federal Cigarette Labeling and Advertising Act, or the Comprehensive Smokeless Tobacco Health Education Act. (23 co-sponsors).
- The Tobacco Products Control Act of 1995 (S. 1262). Introduced by Sen. Ford (D-KY) on September 20, 1995. Its principal provisions: (1) prohibit FDA from regulating tobacco products; (2) prohibit publications with 15% youth readership from accepting tobacco products ads; (3) prohibit outdoor tobacco product ads within 500 feet of schools; (4) permit cigarette vending machines only if they are in constant view of the retailer or in a setting limited to adults (e.g., bars); (5) reduce states' drug prevention and control grants for failure to comply with these restrictions.
- The Youth Smoking Prevention Act of 1995. Introduced by Rep. Baesler (D-KY) on September 29, 1995. Its principal provisions: (1) prohibit sale of tobacco products to anyone under 18; (2) prohibit sale of single cigarettes, packs with fewer than 20 cigarettes, sale by mail, and free samples; (3) permits cigarette vending machines only in supervised locations; (4) require states to conduct annual, random

unannounced inspections of retailers; (5) ban outdoor advertising within sight of any school or playground; (6) prohibit placement of tobacco brand names on items marketed specifically to children.

B. Other Legislative Activity

Twenty House members -- 10 Democrats and 10 Republicans -- signed a resolution expressing support for the goal of decreasing children's tobacco use by reducing access and appeal of tobacco products to children and opposing legislative efforts designed to weaken or delay your proposal.

Not enough mem
for
HOTOS to
use

II. Status of the Proposed Regulations

The proposed regulations, accompanied by FDA's jurisdictional analysis, were published in the Federal Register on August 11, 1995 and invited comments and recommendations to the FDA docket. The comment period, originally scheduled to end on November 9, 1995, was extended to January 2, 1996. As a result of the extension, FDA is providing a comment period of more than 140 days on the notice and the documents published coincidentally with the notice, and a comment period of more than 90 days from the date that additional documents considered by FDA were placed on display.

III. Status of Legal Challenges to the Proposed Regulations

Four sets of plaintiffs have brought suit against FDA in the Middle District of North Carolina before Federal District Court Judge Osteen to invalidate the proposed rules. The plaintiffs, which include cigarette manufacturers, smokeless tobacco manufactures, advertising associations, and a retailers association, have filed summary judgment motions arguing lack of jurisdiction. We have filed motions to dismiss on the ground that plaintiffs' suits are premature since the regulations are merely proposed and in no respect constitute final agency action ripe for judicial review. If we prevail on this motion, plaintiffs will be precluded from challenging your tobacco initiative unless and until a final rule is promulgated.

Last week, Judge Osteen entered an order consolidating the four suits and granting our motion to stay proceedings on plaintiffs' Motions for Summary Judgment pending the court's determination of our Motion to Dismiss. Plaintiffs' responses to our Motions to Dismiss are due on November 27, and our replies are due on December 22, 1995.

IV. Key News Stories

In addition to news stories pertaining to the litigation and legislative efforts, you should be aware of several issues that have attracted significant nationwide media attention.

A. Jeffrey Wigand and "60 Minutes"

Throughout November, there has been extensive coverage of CBS' decision to pull an interview between Mike Wallace and Jeffrey Wigand, a former vice president of research at Brown & Williamson Tobacco Company in a November 12, 1995 "60 Minutes" segment. ~~CBS feared that it would be vulnerable to a lawsuit in which B & W would accuse CBS of inducing Wigand to break a confidentiality agreement he signed with B & W after he left the company in 1993. The Wall Street Journal subsequently reported that CBS paid Wigand \$12,000 for consulting on a 1994 "60 Minutes" segment, and agreed to pay Wigand's legal fees if a lawsuit resulted from the story.~~ *cancelled an interview with a former Brown & Williamson official fearing*

The *New York Daily News* published excerpts of the pulled "60 Minutes" interview in which Wigand accused B & W, among other things, of abandoning efforts to develop a fire-safe cigarette and altering documents to delete references to such an effort. As a result, B & W filed suit on November 22 in Kentucky state court against Wigand for breaching his confidentiality agreement, theft, and fraud.

This week, despite a temporary restraining order issued in Kentucky prohibiting Wigand from divulging confidential B & W information, a Mississippi judge is permitting both the state of Mississippi and the Department of Justice to depose Wigand. Mississippi is suing B & W and 12 other tobacco companies seeking to recover hundreds of millions of dollars in state money spent on health care to tobacco-related diseases. Justice wants to question Wigand as part of its investigation of the tobacco industry.

B. Study on the Impact of Tobacco Advertising

Studies conducted by Dr. John Pierce of the University of California San Diego were published in the *Journal of the National Cancer Institute* and *Health Psychology*. The studies confirm the effect of tobacco advertising on the decision of young people to smoke. For example, one study found a direct correlation between major advertising campaigns and the start of smoking for 200,000 Americans aged 14-17 between 1955 and 1988.

C. Tobacco Company Documents

In October and November, numerous papers ran stories reporting that R.J. Reynolds Tobacco Company internal memoranda reveal that the tobacco company has targeted its cigarettes at the youth market.

In October, documents were uncovered showing that R.J. Reynolds, B & W, and Philip

Morris tobacco companies consider cigarettes "a vehicle to deliver nicotine." Several stories identified documents revealing, for example, that the companies add ammonia to cigarettes to increase the amount of nicotine smokers absorb. Other stories reported that B & W considered, and then rejected, the possibility of entering the nicotine-patch business. The internal documents cited in the articles imply that tobacco company executives understood that cigarettes are, as FDA maintains, nicotine-delivery devices.

D. Advertising Campaigns

Tobacco Control Groups. The Campaign for Tobacco-Free Kids, a grassroots coalition of approximately 125 organizations supporting the proposed tobacco regulations and tobacco control efforts in general has run three series of quarter-page ads in national papers, each with different messages. All the ads, however, encourage support of the proposed regulations.

Tobacco Industry. Since the promulgation of the proposed regulations, Philip Morris and R.J. Reynolds have run full-page ads in newspapers and magazines throughout the country. The ads generally stress libertarian themes, warning of big government running amok, and, in the case of Philip Morris' ads, touting the company's "Action Against Access" initiative, a program designed to reduce youth access to cigarettes.

TOBACCO QUESTIONS AND ANSWERS

NASCAR

- Q: Everyone supports the idea of keeping kids from smoking, but what does banning tobacco companies from sponsoring NASCAR races have to do with kids and smoking?
- A: There's been confusion on this point. The tobacco companies can still sponsor NASCAR races under our proposal. What they will have to do is to sponsor them in the corporate name, not in the brand name like they do now.

What we are trying to do is change the landscape. Kids who smoke today think a lot of people smoke, and that's because they are swamped with the images and brand names of these products. The Centers for Disease Control reported that 86 percent of underage smokers who purchase their own cigarettes buy one of the three most heavily advertised brands: Marlboro, Camel and Newport. ?

Trade

- Q: Isn't the current trade policy designed to support tobacco, and isn't that inconsistent with your recently announced initiative to keep children from smoking?
- A: Keeping children from beginning to smoke or using chewing tobacco is a goal all Americans share and to which this Administration is totally committed. We know that if we can keep children from beginning to smoke before they are 18 or 19, the odds are that they won't become regular smokers.

But we have repeatedly said we are not banning these products. They remain legal for adults. And our farmers deserve a level playing field. Our trade policies are aimed at achieving that.

Our health policy is aimed at keeping kids from getting hooked, and that is what those proposals will accomplish.

First Amendment

- Q: Your proposals have received a lot of criticism that they restrict the companies' First Amendment rights to advertise. How do you answer those critics? 
- A: First, let's remember that it's illegal to sell cigarettes and chewing tobacco to kids under 18. If it's illegal to sell these products to kids, what makes it right to appeal to

kids?

Second, courts have consistently said that if there is a substantial public interest at stake, the First Amendment permits some restrictions. We have 3,000 young people becoming regular smokers every day and nearly 1,000 of them will die prematurely from smoking-related diseases. That's a substantial public interest.

In fact, the Fourth Circuit Court of Appeals has recently upheld billboard restrictions -- even tougher than our proposal -- that the city of Baltimore wants to put in place for tobacco and alcohol ads.

Enforcement

Q: We haven't done a very good job of enforcing the state laws against underage smoking. Why is it going to be any different with these proposals?

A: These proposals, actually, will be very simple to enforce. It's very clear that you can't have billboards within 1,000 feet of schools and playgrounds, that you can't have vending machines, that you can't have self-service displays, that you can't sell cigarettes through the mail. These proposals actually make it easier for store owners and store clerks to do their job. State officials -- like Attorney General Hubert Humphrey III in Minnesota -- say our proposals will help them enforce their laws.

Compromise

Q: The companies, ad agencies, some tobacco growers have sued the FDA to stop these proposals. Why not work out something with industry instead of tying this up in court?

A: We don't want to tie this up in court. There is a public comment period for this rule. If anyone has better ideas on how to keep kids from beginning to smoke or use chewing tobacco, we welcome them. People should be giving us better ideas, not suing us.

Big Government

Q: This is just more Big Government, trying to tell me and my family what to do. We need less government interference in our lives, not more.

A: This isn't Big Government. Other countries have banned advertising, for instance. We are tackling a real problem: kids smoking. Some 3,000 young people become

regular smokers each and every day. By making it harder for kids to buy cigarettes, making them less appealing, we're trying to give parents, teachers, everyone who cares, the right environment in which to teach their kids the real risks about cigarettes and smokeless tobacco.

This is about giving parents a fighting chance against an industry that spends billions of dollars every year to promote and advertise their product.

Q: This is taking away my freedom to choose to do what I want. We're losing more and more of our freedoms. 

A: Becoming addicted when you are 15 or 16 or 17 takes away your freedom to choose. These proposals don't limit or take away any adult's freedom to choose to smoke, or not to smoke. Adults can still smoke or use what will continue to be legal products. But these products are unique -- no other legal product is as deadly or addictive when used as intended. The scientific and medical evidence is overwhelming: cigarettes contain nicotine in sufficient amounts to create and sustain an addiction and our kids are becoming regular smokers at a rate of 3,000 a day.

FDA

Q: How can FDA regulate tobacco? It can't even do its job of approving drugs and devices.

A: FDA is reviewing and approving drugs faster than ever before, and is improving its performance in approving devices. The Vice President's National Performance Review has announced a number of initiatives to streamline drug and device processes while maintaining critical safeguards for the public health, and those initiatives are being implemented.

Voluntary Approaches

Q: Why can't you just use a voluntary approach? Why are regulations needed? 

A: The tobacco industry has had a voluntary advertising code in place since 1964 to keep kids from beginning to smoke. And yet, 3,000 kids a day become smokers, and the numbers are getting worse, not better: smoking among eighth graders has risen 30 percent in the last three years. Either the code is insufficient or the code is not followed.

Q: What is the difference between what you are proposing and what the industry voluntarily has initiated so far?

A: Tobacco industry programs consist primarily of awareness materials for retailers and educational materials for parents and teachers. The industry implies that these programs are all that is needed to reduce the sale of tobacco to minors. But I don't believe their approach would be effective at reducing kids' smoking.

Jurisdiction

Q: Are you today declaring nicotine a drug or asserting FDA jurisdiction?

A: The evidence before the FDA supports the finding that nicotine in cigarettes and smokeless tobacco products is a drug, but the agency is accepting further evidence and comment on that issue and will give them careful consideration.

Won't FDA Ban Tobacco?

Q: Isn't FDA going to have to ban cigarettes? They're not safe, are they? 

A: FDA is not required to ban cigarettes and smokeless tobacco products, and will not. These products are dangerous to a smoker's health. But a ban will not work and is not an effective way of preventing the disease and death from tobacco.

Q: Even if FDA doesn't ban tobacco now, isn't that where this is leading?

A: FDA does not believe that a ban would be an effective means of reducing the toll of death and disease from tobacco, because a ban would not be effective in stopping the 40 million currently addicted tobacco users from gaining access to tobacco.

Advertising

Q: What is the evidence that tobacco advertising actually influences teen smoking? 

A: The proposed rule reviews in detail the evidence of how cigarette marketing practices affect teen smoking. The data shows:

- Teens (86%) are more than twice as likely as adults (35%) to smoke the three most advertised brands of cigarettes (Marlboro, Camel, and Newport).
- Teen preference for Camel cigarettes, approximately 3% before Joe Camel

campaign was launched in 1988, increased to 13% by 1993. During this same time period, the percentage of adult sales was unchanged.

- From 1985-1989, adult smoking prevalence rates dropped and the affordability of cigarettes for teens also decreased. During this same period, teen smoking initiation rates increased and cigarette promotional expenditures quadrupled.

Message to kids

Q: Won't these measures just make a cigarettes more attractive to kids by making them "forbidden"?

A: No. We have already said kids shouldn't smoke, but we haven't done a good job of telling our kids that. We have continued to let these products be easily available and the industry promotions have told kids it's cool and glamorous to use them. Kids believe you if your actions match your words. For the first time, we're going to do that.

What Other Countries Do

Q: Aren't the measures you are proposing today more severe than those that exist anywhere else in the world?

A: No. In fact, approximately 20 countries have in place a total ban on advertising and promotion of tobacco products, including Canada and France. Others require that much larger portions of the pack contain much stronger warnings than in this country.

Effective Date

Q: When is the initiative likely to become effective?

A: The public comment period on the proposed rule will end on January 2, 1996. When the agency publishes a final rule, it will specify effective dates, which are likely to vary depending on the particular portion of the rule.

Public Reaction

Q: What are the political implications of this action?

A: Health should not be a partisan political issue, and our children's health should come

before all other considerations. In taking this action, I am allied with every recognized major health and medical authority in this country including the American Medical Association, the American Academy of Pediatrics, the American Academy of Family Physicians, the American Heart Association, the American Cancer Society, the American Lung Association, as well as President Jimmy Carter, former Senator Barry Goldwater, Secretaries of Health and Human Services Otis Bowen and Louis Sullivan, Surgeons General Jesse Steinfeld, Paul Ehrlich, C. Everett Koop, and Antonia Novello, and many religious organizations of all faiths. The support for protecting the health of our children is found among those with a broad spectrum of political beliefs.

Q: Is there public support for your proposals, especially in tobacco-producing states? *A*

A: The public overwhelmingly supports efforts to keep children from smoking and to impose reasonable restrictions on tobacco advertising. Almost 75 percent favored a ban of vending machine sales of cigarettes in a poll done for the Robert Wood Johnson Foundation, and 73 percent said text only advertising will make these products less appealing to children. This support cuts across party lines, this support is in every city and state. This is not a proposal aimed against any group or region. This proposal is for our children and our families. This is about helping kids grow up healthy.

Effectiveness of these Proposed Restrictions

Q: Do we have any evidence that restrictions on advertising will help keep kids from smoking? *A*

A: Yes. A recent report looked at data from countries with laws on youth smoking and concluded that the most substantial and meaningful reductions in youth smoking occurred in countries with bans on advertising.

Economic Impact

Growers

Q: What is the economic impact on growers? *A*

A: The overall impact is both slight and gradual. The regulatory scheme is projected to reduce revenues from cigarette sales by 0.5 percent in the first year, 2.1 percent in the 5th year and 4.0 percent in the 10th year. Over this 10 year period, this would result in the loss of about 1,000 jobs annually among warehouses, manufacturers,

*Maybe a
bullet in
of lives
saved*

*Is it
more effective
to say under
100 gets a
year
nationwide*

tobacco growers and wholesalers.

Retail Stores

- Q: How will this proposal affect store owners?
- A: The major cost will be additional labor costs associated with verifying age, but those will be minimal. For instance, a typical small store will have a cost of \$320 in the first year, \$285 being the labor cost. If the store already verifies ages, the cost will be only \$35.

Vending Machines

- Q: What impact will FDA's proposal have on the vending machine industry?
- A: The impact on the vending machine industry will be minimal. The number of vending machines selling cigarettes has declined dramatically from 785,000 in 1983 to 480,000 in 1993. Cigarette vending machine yields about \$10 per day on average in sales, or less than 5 packs per day. In 1993, cigarette sales constituted only 3.4% of all vending machine sales. No new cigarette vending machines have been shipped in the United States since 1990.

Proposed Legislation

- Q: Senator Ford/Representative Baesler introduced legislation on kids and smoking. Do you support it?
- A: As I said when I announced the initiative, the Administration welcomes any lawmaker's efforts to reduce children's use of cigarettes and chewing tobacco or other smokeless tobacco products. Our goal is to have a comprehensive and effective plan to make it harder for kids to buy these products, and to make the products less appealing to kids. We have 3,000 young people becoming regular smokers every day, and nearly 1,000 of them will eventually die from smoking-related diseases. We have to act, and we have proposed a way to do it. But that obviously leaves open the possibility for Congress taking action.
- Q: This legislation seems to address access questions, but appears weak when it comes to advertising. It doesn't measure up to your proposal, does it?
- A: The most effective strategy will require attention to both access and advertising questions. In addition to making it harder for kids to buy cigarettes and chewing tobacco, we need to make these products less appealing. The Centers for Disease

Control has reported that 86 percent of underage smokers who buy their own cigarettes buy one of the three most heavily advertised brands: Marlboro, Newport and Camel.

As for the legislation itself, how it looks at the end of the congressional debate is the key issue, not how it looks when introduced.

Q: Will you introduce legislation?

A: The Administration has a proposed rule that it fully supports and that process is going forward. The Administration routinely offers technical support to members of Congress and their staff in the legislative writing and debating process

Q: Senator Ford/Representative Baesler was pretty adamant about removing FDA from the process of regulating tobacco. Will you support some agency other than FDA regulating tobacco?

A: I have always said that I care about getting the job done, not who does the job. It's premature to discuss what agency might have responsibility under a legislative approach.

Questions Specifically Suggested by Nickelodeon

*Did not
these questions
not front*

Q: Is smoking bad for everyone, or just kids?

A: More than 400,000 Americans die each year from smoking-related diseases. Smoking is the leading preventable cause of death in the United States. But most people begin to smoke when they are kids, and that's why we are trying to prevent kids from beginning to smoke.

Q: How many kids smoke?

A: Currently, more than 3 million children and adolescents smoke cigarettes, and 1 million adolescent boys currently use smokeless tobacco.

Q: Can kids become addicted to smoking?

A: Yes. The average teenage smoker starts at 14 1/2 years old and becomes a daily smoker before age 18. More than 80 percent of all adult smokers had tried smoking by their 18th birthday and more than half of them had already become regular smokers by that age.

Q: How hard is it to quit smoking?

A: Very, very hard. Two-thirds of adults who smoke say they wish they could quit. Each year, 17 million smokers try to quit, but fewer than 1 in 10 succeed. Three out of four adults smokers say they are addicted. Eight out of 10 smokers say they wish they had never started smoking.

Q: Did you ever smoke?

XXX

A: What would you do if you caught Chelsea smoking?

XXX

Q: Why aren't cigarettes outlawed?

- A: We know a ban won't work. It will only create a black market.
- Q: What are you doing to reduce smoking?
- A: Our administration is the first to propose such a strong way to reduce smoking. We know that if we can prevent kids from getting hooked, we can make a difference. It will take time, but it can work if we effectively keep kids from buying cigarettes and chewing tobacco and if we limit the appeal of these products for kids.
- Q: Why do people sell cigarettes to kids?
- A: There are probably a lot of reasons. Some clerks just might be careless and don't check IDs. Some clerks may think it's too much of a hassle. But they should all realize we have a responsibility for our children.
- Q: Why do kids smoke?
- A: Company advertising and promotions tell kids that smoking is hip or glamorous. Ads show thin, glamorous young girls and strong, athletic young guys. They don't show people dying in hospitals. So, when kids see one of their peers smoking, they don't really understand the terrible risk they are taking.
- Q: Why do kids think tobacco is cool?
- A: There are an awful lot of messages to them that it's cool: slick ads in magazines, attractive billboards on almost every street, glitzy promotions in stores, cool hats, t-shirts, gym-bags, sporting events that they like are associated with tobacco products and use. It makes it pretty hard to tell kids about the real health risks and have them believe those risks when everywhere they look, they see messages saying it's cool.
- Q: If cigarettes are so bad, why are they sold everywhere?
- A: Cigarettes are legal products for adults, and adults ^{can} have access to them. But we need to make it clear that they are for adults, not for kids.
- Q: Is chewing tobacco just as bad?

A: Chewing tobacco has been associated with oral cancer and is highly addictive. In addition, smokeless tobacco can cause cavities, cracked lips, bleeding gums and sores of the mouth that don't heal.

Q: Why isn't there a national law to ban smoking in public places?

A: Smoking in public places is more appropriately handled as a local issue.

Q: How can I ask a parent to quit?

A: Quitting smoking is hard, and so the first thing to remember is to be positive and not negative. Be supportive. Ask how you can help them. Maybe they will want to go to a doctor or a group like the American Cancer Society or the American Lung Association. Kids can tell their parents they love them and remind them of the health risk. But be positive, don't be a nag.

Q: What can kids do to help?

A: Kids can do a lot. Kids can:

- Ask that their schools be smoke-free by petitioning their school boards.
- Ask owners of local athletic teams to make stadiums free of tobacco ads so that sports aren't used as a message of glamour or cool.
- Pledge to be smoke-free themselves.
- Make posters on why smoking is harmful and isn't cool and put those posters up in their schools and libraries.
- Write letters to their local newspapers, to local, state and elected officials. After his mom died of lung cancer, Wiley Seigler of New Mexico wrote to the Albuquerque Journal.
- Conduct surveys of stores that sell cigarettes to them or where billboards are located and publicize their results to the local media.

Nickelodeon

TO: Lorrie McHugh

FROM: Jim O'Hara

SUBJECT: Nickelodeon

The second segment -- like the President's trip to North Carolina in August -- offers him the opportunity to confront head on some of the thornier arguments made against the initiative to prevent kids from using tobacco. It will allow him to show understanding for the farmers, and yet also show resolve on the important health issue that is the core of the Administration's initiative. Furthermore, this segment gives the President an opportunity to highlight some things that haven't gotten national attention, in particular the survey of tobacco farmers and the analysis of tobacco's declining role in the Virginia economy. He can also use the column by the Tennessee Republican lawmaker to show the breadth of support for his initiative.

POINTS TO MAKE:

- o Tobacco farmers are right to be proud of their heritage, it is rich in tradition -- but tobacco farmers also care about their kids and their neighbor's children: A recent national survey found that 71% of tobacco farmers under 45 believe smoking is harmful and 55% of tobacco farmers over 65 also believe that smoking is harmful.
- o Tobacco farmers are interested in diversification. Almost two-thirds of the farmers under 45 said they were interested in diversification. This survey also found 40% willing to support an excise tax increase if the money goes back to the farmers.
- o Tobacco farmers need to look out for their own best interests, not the interests of the companies: This survey found that more than two-thirds did not know how much money from a package of cigarettes really comes back to the farmer. According to a Wake University professor, a farmer's share of the value of tobacco products had dropped dramatically: in 1957, it was 16%; in 1991, it was about 3%.
- o A recent University of Virginia study found that tobacco companies often overstate economic benefits of their products by inflating the number of tobacco-related jobs; for example, they include jobs in retail stores that do not primarily rely on tobacco products.
- o The support for protecting our children is striking, even in tobacco states. Here is what a Tennessee Republican state lawmaker wrote: "Now you are a tobacco farmer. Raising tobacco is legal. You have to make money to put the kids

through school. It's your responsibility. Of course, you try to keep your kids off tobacco. You know it's habit forming and damaging to their health. Everyone knows that....Do you dare let the politicians play their games on your children? On this one, I am 100% with President Clinton."