



MEMORANDUM

TO: Mr. David Laufer, PHILIP MORRIS USA, New York, N.Y.

FROM: Paul White, READ-POLAND ASSOCIATES, Houston.

RE: Dr. Alan Blum

DATE: 10/16/95

David, please permit this special report on events at the Virginia Slims Legends tournament in Houston this past weekend:

Dr. Alan Blum, founder and head of Doctors Ought to Care (DOC), a long-time opponent of sports sponsorships by PM, who has demonstrated on numerous occasions and has attempted to disrupt some events, was at the Saturday opening tournament play.

He walked the tennis club, often backtracking, photographing sponsorship signs and exhibits, and even took photos of the IMG security personnel who worked with me to monitor his every action. He was watched closely to see if he had colleagues at the tournament. He has previously tried to disrupt the awards ceremonies.

After an hour or more of this, he joined his son and left the tennis club by walking to his car parked in a nearby strip shopping center which we had surrounded with security. He paused before leaving, and walked over to me and began a very curious conversation. He had no idea who I worked for and later assumed I was among the tournament staff. But what he said was very curious:

He seemed to be grateful that someone from the "opposition" would listen to him, and he allowed how his efforts were having little if any impact on smokers or non smokers, or the industry. He admitted that he was having virtually no impact on the health community and that his efforts to "compete for attention against the industry are a general failure" because he and other anti smoking groups had big problems building momentum against the marketing power of big tobacco."

He talked and I listened non stop for more than 20 minutes, and he acted as if I had done him a great favor, that no one on "the other side" had ever listened, and that he would not return to the tournament the next day, Sunday, when they typically demonstrated for all patrons to see. He did not return.

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I made a few points to him, that 1) the study in Canada showed that smoking did not decline despite a ban on all advertising, 2) that these matters are in the hands of institutions and courts and that he ought to use weekends for his family (which he admitted) and that 3) we were there only to see that the patrons were not harassed and that the tournament was allowed to function. He was not aware that I really wanted to keep him away from the media.

He asked for further talks to which I said that was a possibility. It was as if all he wants is to be heard in quiet conversation. We might want to consider some type of dialogue in the future. It also proves the usefulness of information provided us by fax and E-mail.

The weekend was a success; a sold-out tournament that even drew former President Bush, and no disruptions. The PM special event and media staff were a pleasure to work with, and did a super job, as usual. Best regards.

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.

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