

5115 Loch Lomond
Houston, Texas 77096

713-667-3468

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Father Michael Crosby
KLEEN-OUT TOBACCO FROM KIMBERLY CLARK
A Tobacco Program Project
Interfaith Center on Corporate Responsibility
1015 North Ninth Street
Milwaukee, Wisconsin 53233

Dear Michael,

Please forgive my lengthy delay in replying to your excellent reports over the past few weeks. Ironically, I read the November 28 report immediately and made notes on it, but I then went on the in-patient service which tied me up for the next two weeks. I'm taking a couple of days off just to catch up on correspondence.

Just about everything you wrote seems on-target. The chronological order of the various strategies seems crucial, and by now you've either met with or decided not to meet with Mr. Crooks. This seems a familiar scenario, reminiscent of Philip Morris. Seems to me they know our position, so why don't they respond in writing ahead of time describing their position and what they might be willing to do? Didn't Philip Morris defuse a shareholder resolution by sticking warning labels on all its cigarettes? If you did meet with Mr. Crooks on December 13, did you de-brief yourself in detail in writing afterwards?

As you probably know, I'm to blame for providing details of the project to the Business Week reporter. She called me a second time right after I'd received your first report (she and I had previously discussed why I feel Kimberly Clark[K-C] is an important corporation to confront, because the Attorney-General of West Virginia has included K-C in his lawsuit against the tobacco industry). I read your description of the project to her and suggested that she call you before writing anything. I also discussed the history of K-C shareholder activity on this subject.

It seems to me the issues are clear: 1.K-C has cast its lot with the tobacco industry; unlike many other tobacco business partners, it goes the extra mile

by advertising in industry publications and hosting receptions at industry meetings. 2. K-C strives hard to create a healthful image for its company and its products; for instance, it is one of the most self-aggrandizing supporters of the Children's Miracle Network. 3. K-C is, to the best of my knowledge, silent on the problems caused by tobacco. 4. K-C is most vulnerable to the allegation of what I call "health hypocrisy."

I think these points should be stated and listed as simply as possible. The onus should be on K-C to disentangle itself from tobacco dealings as soon as possible and to help undo the damage their products have helped cause. I think we should begin thinking of our own responses to K-C's reaction to the increased negative attention they may receive over the next year. I think it would be foolhardy to rely heavily on journalists to translate this story to the public; indeed, I would prefer to have a few hospitals lined up to end business dealings with K-C at the outset of any national or international project. Do we have the names of alternative "clean" paper product companies to recommend?

Regardless of whether K-C gets out of the tobacco business tomorrow, I trust we do not foresee the possibility of commending them for doing what they should have done all along. For that matter, I'd be almost as satisfied if K-C got out of the health business and the Children's Miracle Network p.r. and stuck with tobacco.

We need money for advertising space. I'd be interested in working on a set of advertisements of various sizes for various print media, but even with a poster series there's no way around buying space. Perhaps a contest, promoted on university campuses, for artists to design an ad or poster, with a \$500 prize, could set things in motion, and I would contribute toward this; I think ICCR should commit some funding.

My guess is that it is premature to talk of having an intern, much less someone from outside the US. Eric Solberg, DOC's executive director, worked closely with Hans' students in Paris and found them very capable and enthusiastic; we have had some discussions about having one of them serve with us, since we have a vast number of things going on at any given time. Perhaps such a student could start more generally with DOC, get a solid foundation, and after a few months devote substantial time to KLEEN-OUT.

I thought we had addressed the Rebecca Perl problem in Paris. If she's in, then I'm out, simple as that. I have been continuously involved in this issue for more than 20 years, and I would be hard-pressed to think of a more untrustworthy individual than Rebecca. Perhaps people are too morally focused on the tobacco villains to want to address the problem of pseudoinvestigative journalism and appropriation of another's work on our side of the fence, but if this were a plagiarized term paper, thesis, movie script, or

song, it would be taken very seriously. Eric and I spent considerable time helping Rebecca get her fellowship and leading her to several stories--and were repaid by her trying to pass off our work as her own. Although the Washington Post editors verified our allegations and published a clarification, it was an enormously time-consuming and enervating experience. In essence, as a longstanding member of the Society of Professional Journalists myself, I think that constant "media advocacy" is extremely over-rated as a way to achieve social change. An occasional press conference, periodic press releases, and the careful cultivation of trusted relationships with experienced journalists and editors--combined with the use of paid media--is a far stronger approach.

Coincidentally, just this week a reporter from a national magazine flew to Houston just to visit the Archive; we permitted the reporter to look through certain one-of-a-kind materials the reporter had been seeking. A few minutes after the reporter left for the airport, Eric realized that one of our most important folders was missing. We were able to track down the reporter, whereupon Eric spotted the missing folder tucked in a carry-on bag. Sadly, we can cite many more examples of journalistic dishonesty, and we won't cooperate with a dishonest reporter a second time.

Finally, in anticipation of the annual meeting of K-C, do you have any details on when, where, and who might attend? Seems to me we ought to be able to get a demonstration going if it's in Dallas. Also, I would like to attend the Philip Morris meeting and would appreciate your keeping me informed about how I might help in this regard. Insofar as K-C is concerned, I think we need to look for any public or private opportunity to win over hospital directors as soon as possible. In that regard, I have been invited to address the medical staff of a hospital in Green Bay on March 23 and may also speak at the Medical College of Wisconsin on March 24 in Milwaukee. If you think it would be possible to speak at a special morning session of a Catholic hospital in Milwaukee, I'm game. (I did speak at one such institution right near the Lake and the art museum at least 10 years ago.)

Hope to hear from you soon.

Fondly,

Alan Blum, MD