

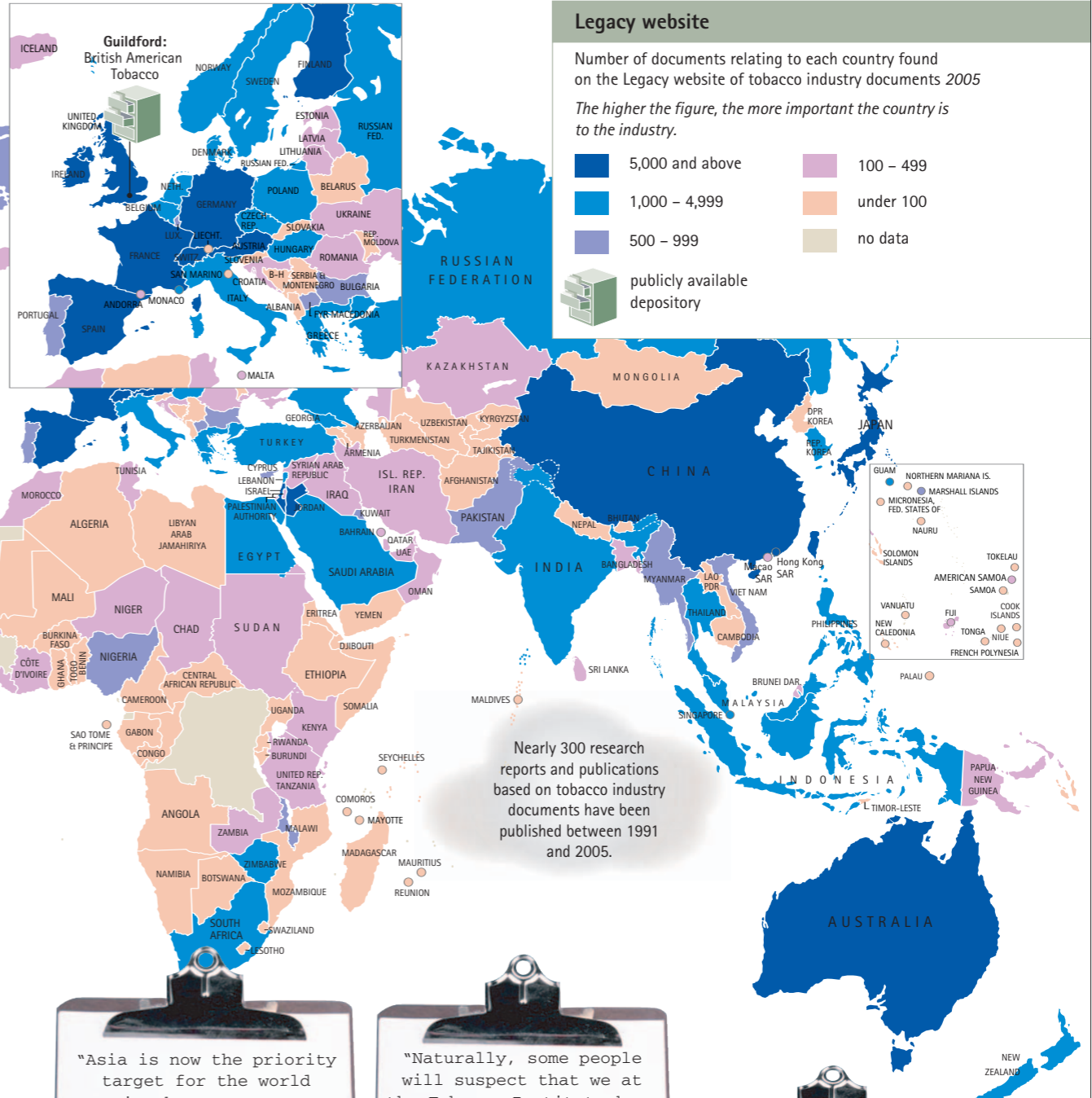
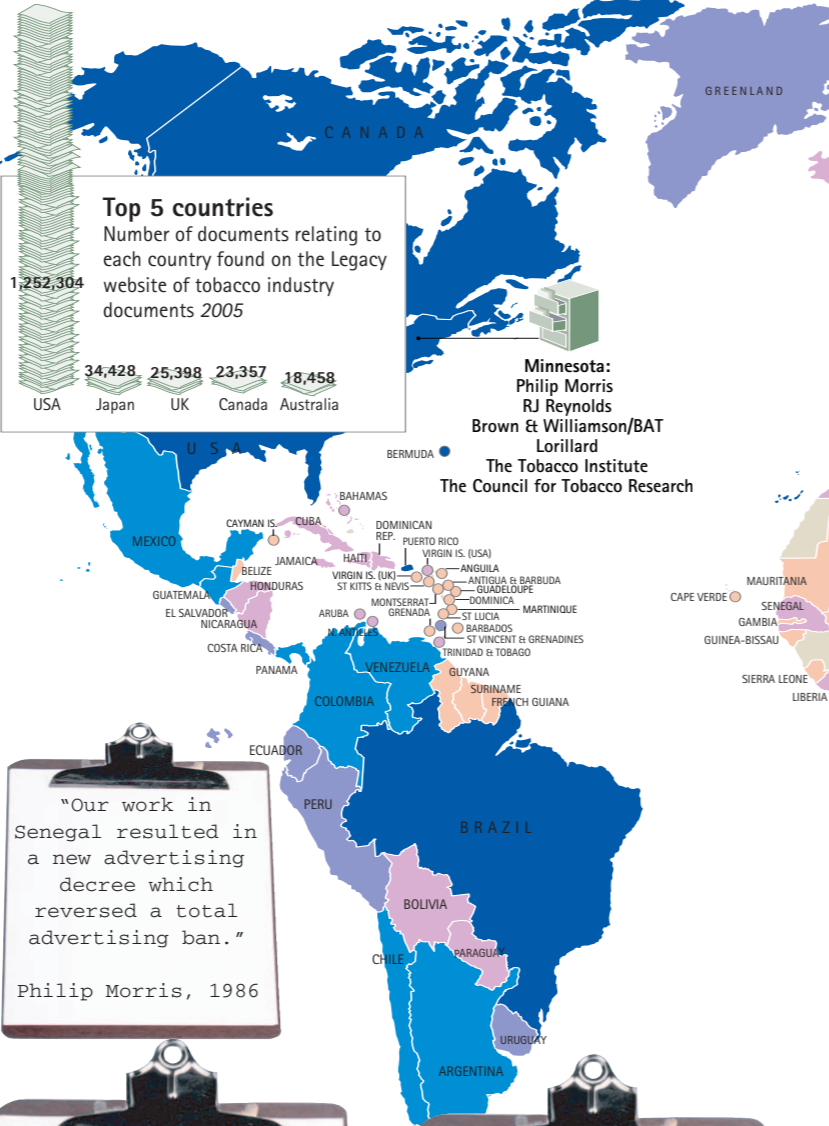
Tobacco industry documents

"On May 12, 1994, an unsolicited box of what appeared to be tobacco company documents was delivered to Professor Stanton Glantz at the University of California, San Francisco (UCSF). The documents in the box dated from the early 1950s to the early 1980s. They consisted primarily of confidential internal memoranda related to B&W and BAT. Many of the documents contained internal discussions of the tobacco industry's public relations and legal strategies over the years, and they were often labelled 'confidential' or 'privileged'. The return address on the box was simply 'Mr Butts'."

So begins *The Cigarette Papers*, the first report chronicling the release of previously secret tobacco industry documents. Public release of these documents clearly illustrated their power in exposing tobacco industry corporate behaviour, and they profoundly influenced public opinion.

Following the release of the BAT documents and as a result of litigation and legal settlement agreements in the USA, documents introduced through legal discovery have had to be made publicly available by the tobacco industry in physical depositories in Minnesota, USA and Guildford, UK. Subsequent rulings released the "Bliley Documents", approximately 32,000 records censored from industry sites because the companies continue to claim that they are privileged and confidential. Today, documents in the BAT Guildford Depository are available to tobacco control researchers via the internet.

"The continuing challenge for tobacco control advocates is how to search through these documents, find the most relevant documents for legislative and regulatory efforts and then use them to good effect."
Framework Convention Alliance, 2005



Legacy website

Number of documents relating to each country found on the Legacy website of tobacco industry documents 2005

The higher the figure, the more important the country is to the industry.

- 5,000 and above
- 1,000 - 4,999
- 500 - 999
- 100 - 499
- under 100
- no data

publicly available depository

"Our work in Senegal resulted in a new advertising decree which reversed a total advertising ban."
Philip Morris, 1986

"Work to develop a system by which Philip Morris can measure trends on the issue of Smoking and Islam. Identify Islamic religious leaders who oppose interpretations of the Quran which would ban the use of tobacco and encourage support for these leaders."
Philip Morris, 1987

"A law prohibiting tobacco advertising was passed in Ecuador but, after a mobilization of journalists from throughout Latin America and numerous international organizations, it was vetoed by the President."
Philip Morris, 1986

"Asia is now the priority target for the world anti-tobacco movement. We should remember that as U.S. cigarette exports to Asia account for close to 70% of our volume and 97% of our profits... The implications for our business...should this league be successful, are significant."
Philip Morris, 1989

"Naturally, some people will suspect that we at the Tobacco Institute have spent so long fighting the cigarette controversy that we have become a little paranoid. But let me assure you that paranoia is justified. They are out there; they are out to get us."
Tobacco Institute, USA, 1979

"Document retention policy."
BAT's description of their policy that destroyed thousands of incriminating documents.
Australia, 2002

Nearly 300 research reports and publications based on tobacco industry documents have been published between 1991 and 2005.