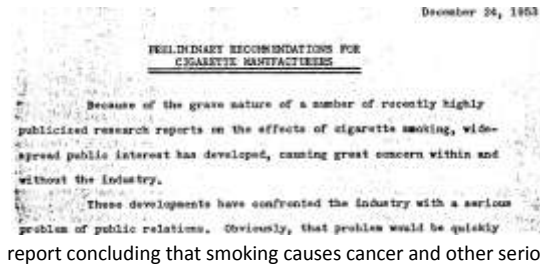


Tobacco's timeline in seeing the pleasures of smoking as deceptive, deadly, and deviant

Some context to consider.

In 1953, all but one of the presidents of cigarette companies in the U.S. met with Hill & Knowlton to devise a plan to respond to soon to be published research linking cigarettes to cancer. That is, cigarettes kill people.



Hill & Knowlton famously told the executives that their problem was one of *public relations*.

As a result the Tobacco Industry Research Committee (TIRC) is formed.

In 1964, the US Surgeon General issues a

In 1965, the Federal Cigarette Labeling and Advertising Act is passed requiring warning labels on all cigarette packs *but not on advertisements*.

In 1971, television broadcast ads for cigarettes are banned. Print ads and billboards are permitted. Media



that accepted cigarette advertising less likely to publish stories about cigarettes and health.

In 1972, The TIRC reviewed the preceding twenty years, describing its activities as a "holding strategy" with tactics including "creating doubt about the health charge without actually denying it, and advocating the public's right to smoke, without urging them to take up the practice."

In a 1994 congressional committee hearing, seven of the chief executives of the seven leading cigarette companies each individually said they didn't believe "nicotine was addictive."

In 1995, Philip Morris ran ads in numerous newspapers/magazines, "accepting the apology" made by ABC News for wrongly claiming the cigarette company artificially spiked its cigarettes with nicotine, for the purpose of "addicting" smokers.

In 1999, The U.S. Department of Justice announces it is suing the tobacco industry under the RICO statute – the same statute used to prosecute the Mob – claiming the tobacco industry engaged in a "coordinated campaign of fraud and deceit."

In 2000, Supreme Court rules, 5–4, that FDA lacks authority to regulate tobacco as an addictive drug.

In 2006, U.S. District Judge Gladys Kessler releases her final ruling in *United States of America v. Philip Morris USA*. She found that the tobacco industry was guilty of racketeering and conspiracy under the RICO statute and had lied for 50 years to deceive the American public on health issues and marketing to children.

In 2009, President Obama signs legislation granting the U.S. Food and Drug Administration regulatory authority over tobacco products. Tobacco products are now no longer exempt from basic oversight.



In 2009, a three-judge panel of a Court of Appeals unanimously upheld Judge Kessler's judgment and almost all of her remedies, including the corrective statements. In 2010, the U.S. Supreme Court declined to hear appeals in the case.

In 2017, After many years of delay, tobacco companies began running "corrective statements" in print newspaper and on TV in 2017 and 2018 related to their 50-year campaign of deception and fraud about the dangers of smoking and exposure to secondhand smoke. The statements were originally ordered by Judge Kessler as part of her 2006 decision in the 1999 Department of Justice lawsuit against the tobacco companies where they were found guilty of civil racketeering charges. It took 11 years for the court and the tobacco companies to agree on the words.

Banning the promotion of cigarette smoking has paid off. Globally, smoking *has* declined. Among males over 15, it's estimated that smoking has gone from 50 percent in the late 1990s to 37.5 percent in 2021. This still means that there are 1.3 billion smokers and 8 million smoking-related deaths each year. In the U.S., smoking has dropped from 25 percent in 1994 to just under 14 percent in 2018. But there are 480,000 deaths every year, 1 of every 5 deaths are smoking-related.

Sources

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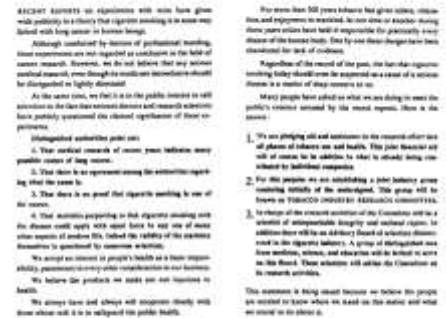
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A Frank Statement to Cigarette Smokers



TOBACCO INDUSTRY RESEARCH COMMITTEE

THE EMPLOYED STATES BUILDINGS, NEW YORK 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 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