

THE **TOBACCO INDUSTRY** DOCUMENTS

WHAT THEY ARE, WHAT THEY TELL US, AND HOW TO SEARCH THEM

A PRACTICAL MANUAL

The WHO Tobacco Free Initiative would like to thank Dr Norbert Hirschhorn for the preparation of this document.

F O R E W O R D

In 1998, six million once secret documents from seven cigarette manufacturers doing business in the US became available to the public as a result of legal action. There were documents from 7 cigarette manufacturers and two affiliated organizations: Philip Morris Incorporated, R.J. Reynolds Tobacco Company, Brown & Williamson Tobacco Corporation, British American Tobacco Industries, Lorillard Tobacco Company, the American Tobacco Company, the Liggett Group, the Tobacco Institute and the Council for Tobacco Research. The documents that include letters, fax, memos, etc written by company scientist, consultants, lawyers, top executives, other employees and outside organizations amounted to over 35 million pages.

In 2002, the WHO Regional Office for the Eastern Mediterranean published the first edition of *The tobacco industry documents: what they are, what they tell us, and how to search them*. A practical manual. The aim was to help journalists, public health professionals and advocates, government officials and the public to search these documents and thereby expand their use outside academia. Recognizing the value of the information contained in these internal industry document archives, while also acknowledging its limitations, the WHO Tobacco Free Initiative decided to publish a second edition of the manual.

The information provided in these documents, as well as the reports that have been prepared describing their content, provide a wealth of information about some of the plans and processes of the tobacco companies in their attempt to delay or obstruct tobacco control measures and policies. Only a fraction of the documents' content has been explored, and additional knowledge about the tobacco companies' activities at the regional, national and local levels could assist policy-makers, government employees and nongovernmental organizations in the development of tobacco control strategies as the world moves toward the implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC).

This revised and updated edition addresses the increasing need to support WHO Member States to search the tobacco industry documents and aims to provide key information for future tobacco control strategies. It is also in compliance with World Health Assembly resolution 54.18 (2001), which calls on WHO to continue to inform Member States of the activities of the tobacco industry that have a negative impact on tobacco control efforts.

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O F C O N T E N T S

A SUMMARY OF THIS MANUAL AND SUGGESTIONS FOR ITS USE

This is a manual about the tobacco industry documents released by US-based tobacco companies as a result of lawsuits filed against them in the USA. It may be used by persons with many interests:

- those simply wanting to know more about the subject
- those who would like to understand the mechanics of searching the documents without necessarily conducting searches themselves
- those who would like to learn, or sharpen, the skills needed to do a search.

The manual comes in the following sections. Readers may pick and choose according to their interests:

- an historical introduction: what the documents tell us about the behaviour and knowledge of the tobacco industry over the past 50 years; examples of quotes found in the documents; and how the documents have been used by tobacco-control advocates, international civil servants, academic researchers, journalists, legislators, policy-makers and lawyers;
- a listing of where tobacco industry documents may be found on the Internet; and a catalogue of collections of individual documents gathered by researchers on specific topics—such as nicotine and cigarette chemistry, marketing to youth, advertising, etc.—and where they may be found on the Internet
- a thorough explanation of how researchers extract information from the documents
- a step-by-step exercise based on an actual case to show the strategy of a successful search.

The manual also provides useful information in its annexes:

- an inventory of publications, based on original research into the documents (complete as of July 2004)
- for those intending to publish their research, a standard format for providing a reference to each document described
- a useful compendium of Internet addresses for a broad range of sources on tobacco-related information around the world—news, data, statistics, cigarette company web sites, etc.

THE TOBACCO
INDUSTRY
DOCUMENTS
AN INTRODUCTION

A. WHAT THE DOCUMENTS ARE AND WHERE THEY CAME FROM

This section tells the story of how a powerful industry was forced by US courts to reveal its internal documents, documents that explain what nine tobacco companies knew, when they knew it and what they concealed from the public about their dangerous product.

In 1998, six million once secret documents, over 35 million pages, became available to the public as the result of legal action. The documents came from the national and international offices of seven cigarette manufacturers doing business in the United States, and two affiliated organizations: Philip Morris Incorporated, R.J. Reynolds Tobacco Company, Brown & Williamson Tobacco Corporation, British American Tobacco Industries, Lorillard Tobacco Company, the American Tobacco Company, the Liggett Group, the Tobacco Institute and the Council for Tobacco Research. The documents were written by company scientists, consultants, lawyers, top executives, other employees; and also by outside organizations associated in many ways with the tobacco industry, such as public relations companies, advertising and law firms, and research laboratories. The documents include letters, memos, telexes, emails and research reports; strategic, political and organizational plans; organizational charts, lists of consultants, invoices and copies of cheques paid; testimony in courts and before legislatures; advertising, marketing, media and public relations strategies; and several other categories.

How did these documents come to light? Under the US legal system, when an individual, called the plaintiff (person, organization or government), brings a lawsuit against another individual, called the defendant, each may request to see the other's internal documents relating to the case. This procedure

is known as "pre-trial discovery". If one or the other side refuses to provide the requested documents, the court judge will decide which must be turned over.

A lawsuit brought by an individual for personal injury in the 1980s (*Cipollone v Liggett*) was the first to uncover some of the internal documents through discovery, revealing a hidden face of the tobacco industry. In 1994, as the cigarette company Brown & Williamson (owned by British American Tobacco), was preparing an inventory of internal papers in anticipation of new lawsuits, approximately 4000 internal documents were turned over to University of California San Francisco researchers by a clerk hired for the inventory, who recognized what the documents were revealing.

Thus in the past decade, attorneys for plaintiffs in the dozens of lawsuits brought against US tobacco manufacturers knew what kinds of documents to go after. The allegations based on the documents stated that the tobacco companies were negligent by knowingly making a dangerous product; that although they knew tobacco was dangerous they failed to warn the public, even denying the danger; that they increased the potency of nicotine in cigarettes while denying that nicotine was addictive; and that they deliberately marketed to young people under the legal age for smoking. Beginning in 1994, a number of states sued the tobacco industry both for fraud—hiding from the public what the companies knew about their product—and to recover what it cost those states to care for sick and dying smokers.

In the course of these trials, millions of tobacco industry documents were "discovered". The state of Minnesota, for instance demanded all documents related to over a dozen categories, including:

- smoking and health
- "light" and "mild" cigarettes

- company research on the properties and effects of nicotine and addiction
- company research on how to deliver potent levels of nicotine to the smoker
- research on other ingredients, both naturally occurring in and added to tobacco
- tobacco industry advertising, marketing or promotion of cigarettes
- industry studies on the sociology and psychology of smokers
- destruction and disposal of secret documents by the tobacco companies.

The tobacco industry did not give up these documents without a struggle, and it took a decision by the US Supreme Court to permit their entry in the trial. The companies tried to hide many key documents behind the judicial concept of “attorney–client privilege” but the courts ruled that in most cases this was merely an attempt to hide the evidence. Only about 2000 documents were actually used by the state of Minnesota in the trial—some of the most potent ones, to be sure—so how were the millions of documents finally released to the public? Here is how.

In 1998 the tobacco companies settled their lawsuit with the state of Minnesota (and three other states). With no determination of guilt or innocence, the companies agreed to pay a large sum of money to the state, and agreed further to make public all the documents that had been discovered in that case and in any subsequent lawsuit brought in the United States. Within a few months, all the other US states and the industry concluded a similar deal, called the master settlement agreement (MSA): the states agreed not to sue the tobacco industry—though private individuals still could—and the industry agreed to pay the states a large sum of money (some of it to fund a national anti-smoking campaign), and to release to the public all the documents discovered in trials up to 1999, both in hard copies and on the Internet. In addition, any new documents discovered in future trials in US courts would be released to the public and maintained by the industry on web sites, up until 30 June 2010. With new litigation since 1999 documents dated as recently as 2003 are now available. (British American Tobacco was the only company exempted from maintaining an Internet archive but its US subsidiary, Brown & Williamson, was not.) These recent additions to the archives reveal important new information: how the tobacco industry tries to recover its reputation through programmes of “corporate social responsibility”; how the industry tried to undermine the World Health Organization’s Framework Convention on Tobacco Control (WHO FCTC); and how the major companies are developing new research programs for allegedly “safer” cigarettes.

Copies of these documents are now kept in two warehouses, one in Minnesota, USA, and the other in Guildford, UK. Based on the Minnesota settlement these two depositories are to

be maintained until 8 May 2008. The Minnesota Depository is managed by a legal services firm, and access to the documents is easy. The Guildford Depository is managed by British American Tobacco, and access is exceptionally difficult.

While most of the Minnesota collection is also available on the Internet, documents from the British American Tobacco Company stored in England are not, except for a small subset used in the Minnesota trial, and a few small collections copied from Guildford by tobacco-control groups and governments and put on their web sites. Over the next few years, however, the number of British American Tobacco documents retrieved from Guildford and made available electronically will increase greatly, thanks to the efforts of the Guildford Archiving Project (<http://bat.library.ucsf.edu>).

Although the documents come only from companies doing business in the US, many reflect the worldwide plans, strategies and activities of these multinational corporations. Copies of letters, memos, telexes, emails and reports from subsidiary companies and offices overseas were sent back to the home-offices in the US, both in English and in other languages. Particularly interesting are the letters and memos discussing global and local plans to counteract tobacco-control forces, and ways to confuse the public about the evidence showing the great damage tobacco does to health.

B. WHAT THE DOCUMENTS TELL US

This section summarizes key findings in the documents discovered during the Minnesota trial. Sample quotes for each section are provided along with the Bates number citation that identifies each document (see page 23 for further explanation of the Bates number.)

1. Smoking and health

The largest group of documents include those dealing with the effects tobacco has on health. Here we learned how the tobacco industry’s own research with animals showed the cancer-causing effects of tobacco. We learnt that industry scientists knew or strongly suspected as early as the 1950s that tobacco smoke caused disease. More important, we learnt from the documents how the industry tried to destroy the evidence of these findings: by shipping incriminating documents to company offices overseas, where they might not be found by US plaintiffs and courts (see below, item 7), and

by closing down company laboratories that did this kind of research and firing the scientists. Tobacco research by outside scientists supported by the industry more often than not tended to excuse tobacco as a direct cause of ill-health. We also learned how the tobacco companies, through their law firms and the industry's propaganda arm, the Tobacco Institute, hired scientific consultants and journalists (who often did not reveal their links to the industry) to write articles and to testify before government committees, denying that cigarette smoking was a cause of disease in smokers, or that tobacco smoke harmed non-smokers exposed to the fumes.

The tobacco companies and their information and public relations agencies also staged scientific conferences in which their consultants could "keep the controversy alive" (an oft repeated quotation) about smoking and health. "Keeping the controversy alive" was especially important in the matter of passive smoke, also known as environmental tobacco smoke.

If smoking harms only the smoker, the industry can, and does, defend itself in court by saying it is a matter of individual choice. But if it is proved that smokers' smoke harms non-smokers (children included), then bans on smoking in public would be sure to follow; and this would be very bad for the tobacco companies' business. The documents richly detail how the companies obscured the solid evidence of the harm environmental tobacco smoke causes—including evidence from their own laboratories.

Sample quotations from the documents on smoking and health

Obviously evidence accumulated to indict cigarette smoke as a health hazard is overwhelming. However, the evidence challenging that indictment is scant.

R.J. Reynolds senior scientist, 1962

Bates no. 504822823/2846

[T]he three representatives of the British companies accepted that smoking was the direct cause of a number of diseases. They shared the opinion held by the British medical establishment that a consistent statistical association between one risk factor and a disease was sufficient to be able to assume causality.

Philip Morris senior scientist, 1977

Bates no. 1003727234/7235

Smoking and Health is not yet considered to be a crucial issue by the Egyptian Tobacco Industry ... and Health is not an issue among the general

Egyptian populace who are more concerned with day-to-day survival and consider smoking to be one of their few pleasures in life. The health question ... is not considered to be a priority by the [Egyptian] medical profession. ... Smoking and health is of little concern to the African people and it seems not to be a popular issue among them.

Philip Morris Five-Year Plan, 1979

Bates no. 2500006019/6100

2. "Light", "mild" and "thin" cigarettes

The documents also revealed that the cigarette companies knew decades ago that so-called "light" cigarettes, which promised less tar and nicotine in response to smokers' worries about health, were in fact being smoked more often and more intensely by smokers to compensate for the lower nicotine. The companies knew about this compensation, yet deliberately advertised these cigarettes in ways that suggested healthiness. Cigarettes labelled as "light" or "mild" were also marketed as a way to discourage smokers from quitting. Women were a particular target for "light" and "mild" cigarettes, especially when delivered as "slim" or "thin" cigarettes (which concentrate nicotine and cancer-causing chemicals in the smoke).

Nicotine and "tar" are measured by a "smoking" machine whose standards and calibrations are set by a committee of the International Organization for Standardization (ISO). This committee is advised and dominated by experts from the tobacco industry who understand that the machine does not smoke like a person. A "light" cigarette has ventilation holes in the tip and the air indrawn dilutes the tar and nicotine. A human needing a certain amount of nicotine tends to inhale more deeply, more often and may cover up the holes with fingers or lips. Thus the machine reads lower values for nicotine and tar than a human smoker actually takes in.

Sample quotations from the documents on "light", "mild" and "thin" cigarettes

Communication [:] All work in this area should be directed towards providing *consumer reassurance* about cigarettes and the smoking habit. This can be provided in different ways, e.g. by claimed low deliveries, by the perception of low deliveries and by the perception of "mildness." Furthermore, advertising for low delivery or traditional brands should be constructed in ways so as not to provoke anxiety about health, but to

alleviate it, and to enable the smoker to feel reassured about the habit and confident in maintaining it over time [emphasis in original].

British American Tobacco, 1977
Bates no. 100427792/7800

... all ventilated cigarettes produce higher deliveries during human smoking than during machine smoking ... [emphasis in original].

Philip Morris, 1990
Bates no. 202220257/0260

For a given condensate ["tar"] delivery, a lower circumference ["thin"] cigarette can be expected to deliver a higher NNK [nitrosamine, a cancer-causing chemical] than a higher circumference cigarette.

British American Tobacco senior scientist, 1988
Bates no. 402383318/3319

3. The properties and effects of nicotine and research on addiction

Without any doubt, the tobacco scientists knew that nicotine was addictive; that the main reason people smoked and had a hard time quitting was because of addiction; and that the impact of nicotine could be boosted by getting it to the brain more quickly through additions of certain chemicals to the cigarette. The documents also reveal the tobacco industry's strategy of denying to the public that nicotine was addictive. The most famous instance of denial came when seven chief executive officers of US tobacco companies each swore, in 1994, to a committee of the US Congress that they did not believe nicotine was addictive.

Sample quotations from the documents on nicotine and addiction

Think of the cigarette pack as a storage container for a day's supply of nicotine. ... Think of the cigarette as a dispenser for a dose unit of nicotine.

Philip Morris chemist, 1972
Bates no. 2046787966/7982

Smokers are nicotine addicts.

Senior British American Tobacco scientist, 1961
Bates no. 3010833862/3865

Very few consumers are aware of the effects of nicotine, i.e., its addictive nature and that nicotine is a poison.

Brown & Williamson, 1978
Bates no. 665043966

[T]he entire matter of addiction is the most potent weapon a prosecuting attorney can have in a lung cancer/cigarette case. We can't defend continued smoking as "free choice" if the person was "addicted."

Tobacco Institute executive, 1980
Bates no. TIMN0097164/7165

3. Research on how to deliver potent levels of nicotine to the smoker

The documents have revealed that Philip Morris discovered nearly 30 years ago that adding alkaline ammonia compounds lowered the acidity of the smoke, which in turn changed the chemical structure of nicotine to allow it to reach the brain faster: a nearly instant "hit" of the drug, something the tobacco chemists call "impact". The process is similar to that of free-basing cocaine for a rapid and more powerful effect. The process named in the documents as "ammonia technology" was developed by Philip Morris for its Marlboro cigarettes, and quickly copied by the other cigarette companies. British American Tobacco conducted secret breeding experiments of a new tobacco plant yielding twice the amount of nicotine as conventional tobacco. Other manipulations included adding chemicals to the tobacco in order to speed the absorption of nicotine in the lungs, manipulating the blend of tobacco, and adding nicotine to the filter or to the front end of the cigarette.

Sample quotations from the documents on delivery of nicotine

Methods which may be used to increase smoke pH and/or nicotine 'kick' include: (1) increasing the amount of (strong) burley in the blend, (2) reduction of casing sugar used on the burley and/or blend, (3) use of alkaline additives, usually ammonia compounds, to the blend, (4) addition of nicotine to the blend, (5) removal of acids from the blend, (6) special filter systems to remove acids from or add alkaline materials to the smoke.

R.J. Reynolds senior scientist, 1973
Bates no. 502193199/3228

4. Research on other ingredients added to tobacco

Cigarettes are not merely tobacco leaves rolled up in paper. The modern cigarette is the most highly engineered product meant to be taken into the human body. In addition to the four thousand naturally occurring chemicals in tobacco (dozens of which are known to be cancer-causing), the documents on tobacco research done by the industry reveal a phenomenal effort to add various other chemicals, without ever informing the public. Even a bar of chocolate has a complete listing of ingredients on its package label, natural and added; but not so cigarettes. (The additives are legal. The European Union, for example, permits over 600 chemicals to be added in the manufacture of tobacco products; which ones actually are added to any brand is a trade secret.) We learnt from the documents that the tobacco companies used chemicals to increase the addictiveness of nicotine, chemicals to disguise the harsh taste of nicotine, chemicals to widen the lung passages for faster absorption of the smoke, chemicals mask the taste, chemicals to add "flavour" and sweetness. Sugar, cocoa, liquorice and chocolate especially appeal to young people beginning their experiments with smoking. To make smoke less objectionable to non-smokers, chemicals are added to mask smell, irritability and visibility of the smoke.

Additives to food and medicines are closely screened by government authorities to be sure they are not poisonous, but not so with tobacco. Some of the additives include chemicals that damage the liver or are suspected of being cancer-causing. The additional dangers when so many chemicals act in combination has not been tested, either when burned or at high temperatures.

Sample quotations from the documents on other ingredients added to tobacco

[U]se the FLITE technology to inject various flavours into the blend. These flavours would be new and unconventional. ... Two flavours which were discussed as options were Root Beer and Brazilian Fruit Juice, both of which tend to appeal to the younger generation while being rejected by their parents

British American Tobacco, anonymous, circa 1988

Bates no. 400649145/9146

Subject: Odor Modification of Sidestream Smoke[:]
... I have compiled a list of representative odor types for consideration. Needless to say, this is hardly exhaustive. ... These are listed below with

brief odor descriptions. 1. Ethyl 3-methylvalerate (apple-walnut) 2. p-Anisaldehyde (fruity-cherry) 3. Vanillin (sweet, vanilla) 4. Anethole (anise, licorice), 5. Limonane (fragrant, lemon) 6. Phenethylalcohol (floral, rose), 7. Acetylpyrazine (popcorn, nutty), 8. beta-Caryophyllene (fragrant, spicy) 9. Patchouli alcohol (fragrant, woody, musk) 10. Cadrol (cedar) 11. Futanol (sweet, fresh bread).
... Cigarettes treated with each of the above at several levels of application will be prepared.

Philip Morris chemist, 1988

Bates no. 2001300448

5. Advertising, promotion and other ways of marketing cigarettes

Tobacco companies and their public relations firms have always insisted that advertising does not cause non-smokers to take up the habit, but is intended to get those already smoking to switch brands. And the companies deny vigorously that they ever marketed to children. The documents reveal the complete opposite to be true. The marketing experts in the tobacco companies knew the essential arithmetic: current smokers quit or die; therefore new smokers are always needed. Since the majority of adult smokers begin in their teenage years, this is the group that had to be targeted by advertising and promotions. The tobacco companies have created "children shouldn't smoke until they are adults" campaigns around the world, without ever mentioning the health reasons for not smoking. Internal company documents show these campaigns to be a public relations effort to deflect the severe criticism against the industry for such successful promotions as those using the Joe Camel character, which may have hooked millions of teenagers into smoking. Also, the companies believe that such campaigns will lessen the number of laws restricting sales and marketing to young people.

The documents confirm that women are especially targeted for cigarette marketing around the world because at the moment they tend to smoke less than men. The documents show how tobacco marketing uses images of liberation, equality ("You've come a long way baby" was one slogan used), slimness, health, vigour and good times to appeal to women, especially with cigarettes identified as "women's" brands. The manufacturers of "thin" or "slim" women's cigarettes marketed to women understood that per unit of tobacco such cigarettes delivered a higher concentration of nicotine.

Evidence from the documents indicates that tobacco companies now more often target working class men and women and less

educated people. In the United States, ethnic groups such as African-Americans, Hispanics and Pacific Islanders are considered separate “market segments” by the industry, as are homosexuals.

As the prevalence of smoking decreases in the developed world, the planning and strategy documents of the multinational tobacco companies show their eagerness to expand profits by vigorous marketing in other parts of the world, especially where restrictions are fewer and the population less aware of the risks.

Sample quotations from the documents on advertising and marketing

[T]he 1982–83 round of [tax-induced] price increases caused two million adults to quit smoking and prevented 600 000 teenagers from starting to smoke. ... [W]e were hit disproportionately hard. We don't need that to happen again
Philip Morris senior evaluation specialist, 1987
Bates no. 2022216179/6180

To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share penetration among the 14–24 age group.
R.J. Reynolds marketing analyst, 1975
Bates no. 505775557

[T]he base of our business is the high school student.
Lorillard memo on sale of Newport cigarettes, 1978
Bates no. 03537131/7132

KOOL's stake in the 16–25 year old [black] population segment is such that the value of this audience should be accurately weighted and reflected in current media programs
Brown & Williamson marketing analyst, 1973,
Bates no. 170052238/2240

Smoking behaviour of women differs from that of men ... [they are] more highly motivated to smoke. ... [T]hey find it harder to stop smoking. ... [W]omen are more neurotic than men and more likely to need to smoke in stressful situations, presumably because they are less well able to deal with stress. ... Given that women are more neurotic

than men it seems reasonable to assume that they will react more strongly to smoking and health pressures. ... There may be a case for launching a female oriented cigarette with relatively high deliveries of nicotine. ...

British American Tobacco senior scientist, 1976
Bates no.650015623/5655

The concept of a working class/present oriented mindset is fully consistent with lowered levels of education. ...[O]ur market is much less highly educated than consumers in general, with the younger adult smokers becoming much less educated...in the future, marketing to a working class/present oriented mindset will be even more important in appealing to younger smokers
RJR 1986
Bates no. 505923292/3295

We should not be depressed simply because the total free world market appears to be declining. Within the total market, there are areas of strong growth, particularly in Asia and Africa. ... It is an exciting prospect.
British American Tobacco chairman, 1990
Bates no. 502619006/9029

6. The sociology and psychology of smokers

The tobacco industry knows its customers better than any business in the world. Each year thousands of researchers with advanced degrees in marketing, psychology, sociology and interviewing do research on which people are more likely to smoke, why they continue to smoke, which ones are likely to quit smoking and how to induce them not to, and how people respond to advertising. The documents show the close attention the industry pays to social and economic class, racial character, age and sex, level of education, patterns of smoking, and many other subcategories. For example, research by a Canadian company tried to predict which schoolchildren would become future smokers.

Sample quotation from the documents on the sociology and psychology of smokers

- FUBYAS [First Usual Brand Young Adult Smokers] SOCIAL GROUPS SPECTRUM... TODAY'S SOCIAL GROUPS MUSIC CLOTHES CARS DRINKS... GOODY

GOODIES ... ROCKERS PARTY PARTIES PUNKERS
BURNOUTS ... LIVE AT THE EDGE ... CIGARETTE
TRENDS WOULD START WITH ROCKERS OR PUNKERS.

R.J. Reynolds marketing research, 1984
Bates no. 502762721/2726

7. Destruction, disposal or alteration of secret documents

Some of the industry documents, released by the court in Minnesota, reveal the extent to which the tobacco industry suppressed their own research that showed the ill-effects of smoking, both from direct smoking and exposure to smoke of non-smokers. The main reason for suppression was to avoid discovery of the research or other incriminating documents in any possible lawsuit.

Sample quotations from the documents on destruction and disposal of secret documents

Ship all documents to Cologne [Philip Morris office in Germany]. ... Keep in Cologne. ... Okay to phone & telex (these will be destroyed). ... If important letters or documents have to be sent, please send to home — I will act on them and destroy [emphasis in original].

Hand-written note from the files of the director of research at Philip Morris, probably 1970s
Bates no. 1000130803

Invalidation of Some Reports in the Research Department. (...) We do not foresee any difficulty (...) to remove certain reports from Research files. Once it becomes clear that such action is necessary for the successful defense of our present and future suits, we will promptly remove all such reports from our files. (...) As an alternative to invalidation, we can have the authors rewrite those sections of the reports which appear objectionable.

R.J. Reynolds attorney, 1969
Bates no. 500284499

Destruction of classified documents. (...) In determining whether a redundant document contains sensitive information holders should apply the rule of thumb of whether the contents would harm or embarrass the Company or an individual if they were to be made public. ...

Head of Group Security,
British American Tobacco,
15 December 1992
Bates no. 500173752 (Guildford)

8. The web of deceit and deceitful practice

None of the categories of “discovery” is explicitly labelled deceit, bribery, smuggling or dirty tricks. Yet even though some incriminating documents were destroyed and others may have been concealed from the courts, what were turned over amply reveal the incredible range of corporate malfeasance. This includes: evidence of political “dirty tricks”; use of carefully staged scientific conferences to “keep the controversy alive”; use of secretly paid consultants and journalists to cast doubt on the ill-effects of tobacco; trying to rewrite the rules of standard epidemiological science; casting doubt on national and international scientific agencies; conspiracy and collusion by the multinational companies to retard measures for tobacco control; undermining of and spying on international organizations such as WHO and anti-tobacco nongovernmental organizations; setting up or subsidizing pro-tobacco organizations that appear to be acting independently (such as smokers’ associations, scientific groups, restaurant and hotel associations, agricultural and tobacco grower associations, among others); destruction of documents; and even possible involvement in smuggling.

Key quotations on all these subjects may be found in published reports listed in Annex 1 to this manual, “Publications based on research into tobacco industry documents”.

C. WHY ARE THESE DOCUMENTS IMPORTANT?

Since 1998 the documents have been used in many ways to support the right of citizens to know how products, even legal products, affect their health, and to gain relief from past and continuing injury. The documents so used become a powerful weapon for protecting the public’s health. The documents have been studied by academics, journalists, advocates, legislators and international agencies investigating industry conduct, and in continuing litigation. No one document is sufficient to make a hard case; single documents are easily dismissed as being unrepresentative. It is therefore important to develop a whole body of compelling evidence shown by many documents from different sources and over time.

Because they have already convinced several juries in US lawsuits that the tobacco companies were negligent and deceitful, the documents will continue to be used in new lawsuits, both in the US and other nations. They can continue to influence the public by exposing previously secret documents in newspapers, magazines, television and even films (recall the film *The Insider*). They are used to show governments what the tobacco companies know about their products—and tried to hide—and so can lead to legislation intended to reduce the harm tobacco causes. Examples include bans on public smoking, requirements for more graphic warning labels and a listing of ingredients, and bans or restrictions on advertising and promotion. The information gleaned from the documents assisted the WHO and its 192 member countries to negotiate the WHO Framework Convention on Tobacco Control (WHO FCTC), an international treaty intended to regulate the tobacco industry and its products in a uniform way. (For more information on the WHO FCTC, go to the web site of the WHO Tobacco Free Initiative: <http://www.who.int/tobacco>.)



WHERE
TO FIND THE
INDIVIDUAL
DOCUMENTS
AND COLLECTIONS
OF DOCUMENTS ON
SPECIFIC TOPICS

With a 56K modem or broadband line, anyone can readily research the documents from several web sites. The faster the downloading, the easier the research.

1. Tobacco industry sponsored document web sites

This is the major portal of entry for the seven industry document collections. Each has its own Internet address known as a URL (uniform resource locator) that can be bookmarked.

→ www.tobaccoarchives.com

Philip Morris. The site with the most documents and easiest site to work with; the site has shown certain instabilities from time to time.

→ www.pmdocs.com

R.J. Reynolds. This site provides complex instructions, but they do not cover all of the "tricks" of searching.

→ <http://www.rjrtdocs.com/rjrtdocs/index.wmt?tab=home>

Brown & Williamson and American Tobacco. Some British American Tobacco documents may also be found here; a difficult site to search and with complicated instructions.

→ <http://www.bwdocs.com>

Lorillard. Similar in configuration to Philip Morris.

→ <http://www.lorillarddocs.com>

Tobacco Institute. Similar in configuration to Philip Morris.

→ <http://www.tobaccoinstitute.com>

Council for Tobacco Research (CTR). Limited to matters related to CTR-sponsored research and reports.

→ <http://www.ctr-usa.org/ctr/index.wmt?tab=home>

All the sites state their practice of monitoring the public's use of the web pages but without identifying any one user. Brown & Williamson, however, advises that "we reserve the right to do so if necessary to ensure the security and integrity of this website or if required to do so by law". This should not deter a researcher from examining these public documents.

2. Non-industry maintained document web sites

a. In 1997 Liggett Group Inc. agreed not to contest the Minnesota case and voluntarily made available many of its internal documents; some may be found at:

→ <http://web.archive.org/web/20001216215300/www.gate.net/~jcannon/liggett/index.html>

b. The US Centers for Disease Control and Prevention provides direct links to the tobacco industry web sites; useful explanatory material about the documents; special collections such as the Minnesota Select Set (documents actually used in the trial), and copies of a small portion of British American Tobacco documents brought from Guildford for the Minnesota trial and stored in the Minnesota Depository.

→ <http://www.cdc.gov/tobacco/industrydocs/index.htm>

c. The Legacy Tobacco Documents Library (LTDL) at the University of California San Francisco (UCSF). All documents now on company controlled web sites may be found; as new documents are downloaded to the industry sites, they are posted here after a few weeks' delay. The site provides step-by-step instructions for finding documents, both simple and advanced. Two other collections may be found here: The original Brown & Williamson documents sent to UCSF in 1994; and the "Mangini" set, documents from a court case against R.J. Reynolds describing the marketing of Camel cigarettes by the famous icon, Joe Camel.

→ <http://legacy.library.ucsf.edu>

In addition, the LTDL site is now gathering the "British-American Tobacco Company Documents", an archive of over 8 million pages stored at the Guildford Document Depository in Guildford, UK. <http://bat.library.ucsf.edu/>. These documents, under the control of BAT, are the most difficult to access, but by 2007, all the documents should be on-line. The Guildford Archiving Project (GAP) is a consortium of UCSF, the London School of Hygiene and Tropical Medicine and the Mayo Clinic, as described in this 27 May 2004 press release:

→ <http://www.lshtm.ac.uk/news/2004/guildfordproject.html>

Tobacco Documents Online (TDO), a nongovernmental organization: This site has nearly all the documents appearing on company-controlled web sites up to 2003, plus an important cache of "attorney-client privilege" formerly secret documents known as the "Bliley set" named after Congressman Thomas Bliley, who subpoenaed them. The distinguishing feature of this site is that the majority of documents are processed using "optical character resolution" (OCR), which lets the computer recognize letters and numerals and allows the search for specific names, numbers, words and even phrases within documents. This site also features a large number of document collections: documents on a specific topic gathered by other researchers. Most of these collections are also OCR searchable.

→ www.tobaccodocuments.org

3. Specific collections of documents

Since the documents first became available in 1998, an international network of researchers now numbers in the hundreds. The researchers include academics, physicians, journalists, nongovernmental organization staff, independent tobacco-control activists, lawyers, government officials, insurance company staff and others.

Over time many researchers have created "collections" of documents usually centred around a specific interest, such as advertising and marketing to children, or the research the tobacco companies did on nicotine and addiction. A collection of many documents from many sources over time provides a compelling picture of the industry's strategies and behaviour. Analyses of many of these collections are being published in medical and public health journals (see Annex 1 for an up-to-date list of such publications). The following is a partial list of Internet sites where individual collections may be found and searched; some collections are restricted for general viewing as researchers prepare journal articles from them.

→ www.ash.org.uk/papers

A set of papers on a wide range of tobacco issues, posted by the UK group Action on Smoking and Health.

→ <http://roswell.tobaccodocuments.org>

From the Roswell Park Cancer Institute in Buffalo, New York, collections of past and present advertising in various media, as well as documents on marketing to children and youth. The Pollay and Philip Morris collections of ads are searchable by topic (e.g., "doctor" brings up all advertisements using physicians to promote smoking).

→ www.tobacco.org/Documents/documents.html

Provides numerous links to many court cases, scientific reports, testimony before the US Congress, and other hard-to-find information.

→ <http://stic.neu.edu/Libraries.html>

Lists every tobacco court case brought in the US by state.

→ www.hlth.gov.bc.ca/guildford/index.html

The Canadian province of British Columbia sent investigators to the British American Tobacco document warehouse in Guildford, UK; they brought back remarkable material related to Canada, but with much else for other countries.

→ www.cctc.ca

The Canadian Council for Tobacco Control, a nongovernmental organization, also has a searchable collection from Guildford; also found at www.ncth.ca/Guildford.nsf.

→ www.no-smoke.org

The American Nonsmokers' Rights Foundation presents documents on a range of topics such as how Philip Morris set up a "smokers' rights" organization, and why the tobacco industry prefers "ventilation" in restaurants and bars over outright bans on public smoking.

→ <http://tobacco.health.usyd.edu.au/site/gateway/docs/research.htm>

The Tobacco Industry Document Gateway from the University of Sydney, Sydney, Australia, collections of research papers, published and in draft, on the industry documents relating to the Western Pacific Region.

→ www.tobaccodocuments.org

Tobacco Documents Online (TDO) is an NGO-managed site that carries numerous collections of documents. They may be seen by entering this URL (note that you will be asked to register for use of the site, but at no cost). The following summarizes those research collections available to the general public (restricted collections are marked with a red asterisk and may be accessed only by application to the site manager); click on each collection and then click on “about” in the left-hand box for a description of each one). Unless otherwise indicated, all collections are OCR searchable.

a. Landman. A collection of the “best of the best” documents on a wide range of topics. At this writing there are nearly 1000 documents with commentary and excerpts, and links to the originals.

b. FTC RJR. Over 1000 documents subpoenaed in 1997 from R.J. Reynolds by the US Federal Trade Commission for the lawsuit to remove “Joe Camel” from advertising. Many of the documents have no images in this collection and would have to be searched for elsewhere.

c. Industry depositions. Over 2000 statements made to plaintiff lawyers by persons testifying for or against the tobacco industry; many are annotated. A companion collection to “DATTA transcripts”, item j below.

d. Mayo Clinic. Nearly 65 000 documents gathered by researchers on topics such as nicotine, environmental tobacco smoke (ETS) and other industrial and biomedical topics. A useful feature for searching is the “Thesaurus” (link in yellow band on the left of the screen), which is a compilation of terms, in alphabetic order, and the number of documents relevant to those terms; clicking on the individual term brings up just those documents.

e. Ness. These are 54 000 documents obtained by the law firm Ness, Motley LLC in discovery during the state of Mississippi’s lawsuit against the industry. In TDO one must search the Ness collection separately.

f. Product design. Nearly 8500 documents gathered by the Department of Health of the state of Massachusetts tobacco control programme on the technical aspects of manufacturing

cigarettes, how they are engineered, their ingredients, the tests conducted on the cigarette to maximize the quality desired by the industry, etc.

g. State strategies. 1900 documents specific to the tobacco industry’s strategies in activities in American states and localities.

h. USC_TIM. Over 5000 documents collected by the University of Southern California project related to tobacco company marketing to the military, ethnic groups and homosexuals.

i. Youth. 5500 documents from the Roswell Park Cancer Institute on marketing to youth (see also the Roswell Park web site, noted above).

j. DATTA (Deposition and Trial Testimony Analysis Project) transcripts. Nearly 5000 recordings of testimony in different lawsuits against the tobacco industry. Exceptionally useful in new litigation to see what tobacco industry witnesses said under oath in previous cases. See item c. (“Industry depositions”) above.

k. Guildford (selected). Some 23 000 British American Tobacco documents obtained and copied from the Guildford depository in UK by various researchers.

SEARCHING
A DOCUMENT
A DESCRIPTION
OF ITS PARTS

A useful additional source of information on documents and how to search them comes from the London School of Hygiene and Tropical Medicine: *The tobacco industry documents: an introductory handbook and resource guide for researchers* at http://www.lshtm.ac.uk/cgch/tobacco/industry_docs.htm.

A most helpful illustrated summary of the mechanics of doing a search may be found at the Legacy Tobacco Documents Library (LTDL) web site at <http://legacy.library.ucsf.edu/>.

1. Document search fields: the Philip Morris document face sheet as an example

The tobacco industry and private web sites all classify documents using a series of items known as search fields. Each document has entries within the search field entries known as keywords or search terms; some have many search fields with entries, some few. The search field keywords or terms were recorded by clerks, legal assistants and lawyers who read through each document, but they are organized differently on the face sheets of each industry web site. Be sure to read the instruction pages that are linked in each tobacco company site.

To demonstrate the search fields, let us begin with an actual example at Philip Morris's site, which is the most straightforward. You may just read this section or follow along on your computer.

A **person** (last name,initial) is an example of a search field; someone's name is used the keyword or search term. A **document** is an example of a search field, and the that field's keyword is the type of document it is.

Go to www.pmdocs.com. Enter into the search bar the items RYLANDER,R & TYPE:REPORT (Ragnar Rylander is the name of a scientist, and we want to know about reports he has written or received or is mentioned in). Click on "proceed with search" at the bottom of the "please read" advisory page that comes up. You will see the following search results (note that the numbers may change as new documents are placed on the web site).

Search Results

7803 document(s) match your query for RYLANDER,R & type: report.

Let us take the third face sheet that came up for our example of search fields:

DOCUMENT ID:	2050754432/4436
MASTER ID:	2050754432/4440
OTHER NUMBER:	
DOCUMENT DATE:	19950511
PRIMARY TYPE:	REPT, REPORT, OTHER
OTHER TYPE:	
PERSON AUTHOR:	BORZELLECA,JF; GARDNER,S; HALL,WC; LADU,BN JR; LIBBY,RA

PERSON RECIPIENT:	
PERSON COPIED:	
PERSON MENTIONED:	BORZELLECA,JF; CARCHMAN,RA; CHARLES,JL; ELLIS,C; GARDNER,S; HALL,WC; HAUSSMAN,HJ; HOFFMAN; HOUGHTON,KS; JONES,J; LADU,BN JR; LIBBY,RA; MYRACLE,JL; NELSON,J; NIXON,G; REININGHAUS,W; RUSTEMEIER,K; RYLANDER,R; SOLANA,R; TERSPTRA,P; VONHOLT,K; WALK,RA
PERSON ATTENDED:	
PERSON NOTED:	
ORG AUTHOR:	CONTRACT RESEARCH CENTER; INBIFO, INSTITUT FUR BIOLOGISCHE FORSCHUNG
ORG RECIPIENT	
ORG COPIED:	
ORG MENTIONED:	CONTRACT RESEARCH CENTER; FDA, FOOD AND DRUG ADMINISTRATION; GLP; HVAC; INBIFO, INSTITUT FUR BIOLOGISCHE FORSCHUNG; NIH, NATL INST OF HEALTH; OECD, OFFICE (ORG) OF ECONOMIC COOPERATION & DEVELOPMENT; QUALITY ASSURANCE UNIT; SCIENTIFIC ADVISORY BOARD; UNIV OF GOTHENBURG
ORG ATTENDED:	
ORG NOTED:	
PHYSICAL ATTACHMENT 1:	2050754432/2050754440
PHYSICAL ATTACHMENT 2:	
CHARACTERISTICS:	FLGE, GERMAN LANGUAGE; MARG, MARGINALIA
FILENAME:	2050754405/2050754522/P0622 SAB
SITE:	R530
AREA:	CARCHMAN,RICHARD/SEC'Y FILES
TITLE:	LABORATORY INSPECTION REPORT
OLD BRAND:	
PRIMARY BRAND:	
MENTIONED BRAND:	
PAGE COUNT:	6
REQUEST NO:	
DATE LOADED:	19990201
LITIGATION USAGE:	IWOH/PRODUCED

The items running down the left side of the page are the identifying search fields.

Only those search field items appearing on the face sheet will produce any results when entered into the search bar.

If, for instance, the name RYLANDER appears on some long list **inside** the document but failed to be recorded by the clerk, or, say, if the country China was mentioned in the text but not entered as a search field, this document would not turn up on search. (However, at www.tobaccodocuments.org, the OCR feature can identify the specific pages and places in a document where Rylander or China appear.)

a. The **DOCUMENT ID**

The first search field is the most important—the **document ID**—a set of numerals called the *Bates number*. (“Bates” is named after the automatic stamping machine that imprints the number.) Every page of the some 50 million pages in the warehouses and on the web has been given a unique number stamped on it by a Bates hand stamping instrument; the numbers are sequential within each document. Every single *copy* of the same document receives its own set of numbers. The same document copied to other tobacco companies gets its own unique set of numbers. When you are ready to see the document you must click on this number: 2050754432/4436.

If a document is only one page long, it receives one number; if it has more than one page, the first and last numbers are given. One can thus see how many pages any document contains; another source is the search field **page count**. The first page Bates number by itself can be entered into the search bar; however, you will not find the document if you enter the Bates number for the second or subsequent pages. It is important here to emphasize that each tobacco company has different rules for searching because they use different search software (Philip Morris, the Tobacco Institute and Lorillard tend to be more alike, using the same software). For instance, on the Philip Morris web site, you can enter 2050754432 to get the document we are working on. On the R.J. Reynolds site, you have to type in a range of the Bates numbers, even if the document is only one page long: For instance, you must type 517759040 –9040 (with spacing exactly like this); just entering 517759040 will not work. (Such complications are overcome on the LTDL and TDO sites.)

b. The **MASTER ID**

This search field is of great interest because if you copy and then paste this number into the search bar (2050754432/4440) you will find other documents related in theme or content to the main document, often just as interesting or more so than the original. Here we find five documents, including the original, the other four not mentioning Rylander’s name. Sometimes the other documents are attachments mentioned in the first document but are not indexed under the key word being searched. (To avoid having to repeating the original search terms and losing your place among the many documents that turned up, you can open additional windows in your browser also pointed at www.pmdocs.com.)

c. The **FILE NAME**

Notice the search term *filename*, 10th from the bottom: these Bates numbers may also be entered into the search bar, and many more documents (in our example, 39) turn up related to the

original. *Filename indicates* that the person keeping this set of records (see the search field area) had a file folder with a name he or she has given it, and in which the original document was found.

d. Searching with keywords

It is also important to notice how the search keywords were entered by the clerks. For instance “international” is often abbreviated to “intl” and “institution” to “inst”. Searching on “institution” might not yield any document but “inst” would. Also, many items are entered as acronyms. For instance: **First Usual Brand Young Adult Smokers** is often found in a title of an R.J. Reynolds marketing plan as FUBYAS. The companies also used code names for many of their projects, and the code names may vary: “Operation Whitecoat”, “Whitecoat Operation” and “Project Whitecoat” refer to the recruitment of scientists as friendly experts and witnesses on the matter of smoking and health.

Because many people worked under pressure to enter the keywords they often made mistakes, especially misspelling words and names. If you are searching for a memorandum and enter the keyword <memorandum> you should realize that there may be more than two dozen ways this keyword was entered: moemorandum, mamorandum, memo, memeo, mo, memorandum, etc. Each variant will bring up another set of documents. A trick to remember here is using “wild cards”—adding two asterisks after the first three letters of the term: “mem**”; this will return (among others) “memo”, “memeo”, etc. This is also called a truncated search. (Other sites have different rules for using wildcards; consult the “help” link on each.) Note, for instance, that R.J. Reynolds does provide a “terms look-up” feature that gives all the variant spellings of a term or name.

Non-English names are often misspelled. For instance, English transliterations of Arabic names vary, both in the documents themselves, and in the indexing. Imagine we are searching for a person named (in English) Mohammed Al Khatib. Here are the variations we find and the number of individual documents under each variation:

alkhatib (24), khatib (23), alkhateeb (14), khateeb (13)

Note that if we are unsure of a spelling and the name is not common, we can use the double-asterisk method. Here are the results of entering the keyword wild cards for Al Khatib:

Search Results 41 document(s) match your query for *alkhat***

Search Results 103 document(s) match your query for *khat***

We would still need to check each face sheet that describes the indices of each document to determine which are the ones referring to the actual person we are looking for. Similarly, other non-English names might be misspelled, parts of multiple family names omitted, or written in an order that is different from that in its original language; an example is the name Vera Luiza da Costa e Silva, which may be found as *silva,d*, *silva,vlc*, *costa,l*, *costa,vl*, *costaesilva,dl*, *dacostaesilva,vl*. English names may also cause difficulty: A person named George Davey Smith is variably listed as *smith,gd*, *daveysmith g*, or just *daveysmith*. Norbert Hirschhorn is sometimes called “Bert” and may be found therefore as *hirschhorn,n* or *hirschhorn,b*.

e. TYPE OF DOCUMENT

The next item, the TYPE of document, is useful to search for directly. The choices include memorandum, letter, note, report, publication, article, plan, e-mail (sometimes abbreviated as *emai*), telex (which in older documents also includes e-mail), budget, and many others; each with their own abbreviations; “invoice” and “pay request” often yield cancelled cheques paid out to someone, such as a consultant; diary, calendar and date-book give schedules of travel and meetings. One useful type of document is the ORGANIZATIONAL CHART, also abbreviated ORCH. If you find a Philip Morris employee who has written an important memo and want to know his/her position in the company, you would search for [person’s name] & ORCH. This search can be refined to find the person’s position at the time the memo was written, as shown below.

There are well over 100 document types; a typical list may be found at the R.J. Reynolds site, but they are not all the same as used by Philip Morris.

It is important to use several search terms or keywords at one time in order to narrow the search. For instance, entering just RYLANDER in the initial search window yields thousands of documents, many simply copies of published articles, or bibliographies with Rylander listed as an author. But if you wanted to know about letters a person named Rylander may have written you would enter *PAUTHOR:RYLANDER & TYPE:LETTER* and come up with 619 documents. Someone receiving a letter would be *PRECIPIENT:[person’s name] & TYPE:LETTER*; a person copied on a letter would be *PCOPIED:[person’s name] & TYPE:LETTER*; a person mentioned in a letter would be *PMENTIONED:[person’s name] & TYPE:LETTER*.

(You may omit the P if you are certain it is a person and not an ORGANIZATION that is the author or recipient. Confusion may arise between, for example, FORD as a person’s name and FORD as an organization’s name.)

f. CHARACTERISTICS

One of the more useful search fields below the names of persons and organizations is CHARACTERISTICS, under which one finds “marginalia” or “handwritten” or “confidential” or “attorney work product”, which are terms you might want to search for to find secret or revealing comments; what someone has written on the side of his or her copy of a document is often as important as the document itself. Documents not in English are classified under CHARACTERISTICS as well (*flge* for documents in German, *flfr* for documents in French, etc.).

g. DATE LOADED

DATE LOADED refers to when the document was first placed by Philip Morris on the web site; it useful to know if any new documents on someone named Rylander were downloaded since you last checked.

h. LITIGATION USAGE

LITIGATION USAGE refers to the lawsuit under which the document was discovered. (Abbreviations are explained under the advanced searching link below the search bar.)

The Philip Morris instructions—the links are under the search bar—do not always tell you all the details you need to know. One learns only by trial and error—how names are to be entered, for example. At all the document sites it is best to enter names and indices in either all UPPER CASE LETTERS or all lower case letters. The Philip Morris site, for example, has varied in its case requirements from time to time, and now allows mixing of upper and lower case. Each company site has its own peculiarities that one learns by doing, or by asking experienced researchers.

2. Search fields at other document web sites

At the LTDL web site, search fields are described as “global”, meaning searched for in all the industry document sets; or “collection specific”, indicating that some fields are to be found only in some industry document sets. However, regardless of how many collections one is searching (all industry sites, or just Philip Morris and R.J. Reynolds, for example), several fields are available for keyword searching, as well as date range for the search. For details see http://legacy.library.ucsf.edu/search_fields.html#Title.

Tobacco Documents Online (TDO) provides 102 searchable fields, though some are rare or not very useful. The most useful feature of TDO is its optical character recognition (OCR) which

allows for a search of a name or an exact phrase to be located exactly within the body of what may be a large document. Another useful feature of OCR is finding a name or phrase within a specified number of words of another name or phrase, such as “airline w/10 ban”, which means the word ban is within 10 words of the word airline (or w/20, w/35, etc.).

A drawback of OCR is that it often “recognizes” the wrong words because of the poor quality of the type in some original documents. For example the name “Barry” may be incorrectly recognized as “Ban”. For details see <http://tobaccodocuments.org/help.php>.

3. Are all the documents important?

It is estimated that there are nearly 50 million pages, seven million documents, available in the warehouses and on the Internet. By some estimates, up to one third of these are plain junk: blank covers of reports and file folders, old newspaper articles, copies of scientific publications, lunch menus, etc. Multiple identical copies of the same document also clutter the search; but here be careful: some copies have interesting handwritten notes by the person receiving the copy, and some only look identical but are interesting successive drafts of the same letter or report. Even newspaper articles may have some handwritten comments in the margin—look under the index CHARACTERISTICS to alert you to handwritten notes or marginalia.

4. Printing or bookmarking documents

It is necessary to save important documents as evidence of your search and for documentation. Philip Morris’, the Tobacco Institute’s and Lorillard’s sites allow you to bookmark the pages (in the browser Internet Explorer the term is “favorites”) on your computer: once the document is on the screen, click on “view all pages” and have your browser save the page (in Explorer you can give the page a name; otherwise keep a written record of what document the Bates number refers to). Clicking on “view all pages” is the only way you can copy/paste and send the URL link to the document by email to a colleague. These three sites also allow the document to be downloaded in standard PDF (portable document format) file, which is extremely useful for reading poorly printed pages and handwriting; PDF is also the best way to print clearer copies of the documents, and you can download Adobe Acrobat Reader, which allows you to open, view and print PDF files, for free (www.adobe.com/products/acrobat/readstep2.html). R.J. Reynolds also has a PDF function, and a file can be saved to your computer or printed or bookmarked. It is safest to both print and save electronically if you wish to secure the documents in the event

that documents go missing from the companies’ web sites. Be aware that the tobacco company sites are unstable from time to time in various sophisticated searches, giving incomplete results. It is therefore critical that you also record the date on which you accessed the document.

All the documents come in PDF format at the LTDL site, and most do at TDO. Both sites have the capacity for bookmarking and sending the URLs of documents by email. These are more stable collections of documents than industry ones, and have a technical staff that can answer questions.

Copies of documents that are available at the Minnesota Depository may be obtained for a fee by request via fax or email (fax: +1 612 378 2796, Mndepot@aol.com) but you must specify the company responsible for the document and the full range of Bates numbers.

THE STRATEGY OF SEARCHING AN ACTUAL EXAMPLE

This section comes courtesy of Pascal Diethelm, president of the nongovernmental tobacco-control organization, OxyGenève, based in Geneva, Switzerland, and has been updated from the original of 2001, as of July 2004.

We will use the Philip Morris site (www.pmdocs.org) for this example as it was the one used to explain the search fields, and the search was one actually conducted by a tobacco-control advocate; the *logic* of the search, however, is identical at the other sites. Similar searches can be conducted in a user-friendly way covering all the industry web sites at both TDO and LTDL sites. Persons wishing to publish the results of their searches should look at Annex 2, "Format for citing tobacco documents", for the standard methods of citation.

1. Searching for a name

Suppose we wonder if a Swedish academic called Ragnar Rylander served as a consultant to Philip Morris, and we would like to see what documents are available relating to him. To find all documents that refer to him, we type

rylander

in the Search box and click on the SEARCH button or press Enter. We get:

Search Results

18 684 document(s) match your query for rylander

(Note that the number of matches may increase with time as more documents keep being added to the site.)

2. Refining the name search

As Rylander is not a very common name and as this is a fairly large number of matches, we make the assumption that most of these documents relate to one person named Rylander who

had a prominent role with Philip Morris. We can check this assumption by browsing down the list of documents. We see that all the first documents relate to a "RYLANDER,R". To further verify the assumption, we can refine the search by submitting the following search query:

"rylander,r" (We can use the quote marks around the name or not, but it is crucial on the Philip Morris site to have NO space after the comma, and NO full stop after the initial. At TDO one would have to enter with quote marks and no comma: **"rylander r"**; at LTDL, neither quote marks nor comma is needed.)

We get:

Search Results

15 420 document(s) match your query for "rylander,r"

This is still a very large number, thus reinforcing considerably our assumption. In the above 15 420 documents, we may have eliminated Rylanders whose first initial is not R, but on the other hand, we may also have lost a number of positive matches, since cases possibly exist of documents relating to Ragnar Rylander that were indexed on the last name only, RYLANDER, without the initial, if a document referred to him this way.

3. Getting distribution of number of documents over time

Over 15 000 is still a very large set of documents to deal with; unmanageable. We are interested in the distribution of these documents over time. Here we introduce a useful search tool known as the "wild card." Two asterisks (**) following three or more characters will find all words that begin with the characters selected.

Since dates are given in the format year, month, day or *yyyymmdd* (20010613 = 13 June 2001), we can also use the two asterisks to get a range of dates, as follows:

4. We issue four separate search queries by decade

rylander and ddate:196** [ddate = document date]—in this case for all documents dated between 1 January 1960 and 31 December 1969. The **ddate:196**** expression requires that the document date start with 196, i.e., that the document is from the 1960s, since all dates are represented as strings of the form *yyyymmdd*.¹

Search Results

99 document(s) match your query for *rylander and ddate:196***

rylander and ddate:197**

(for documents in the 1970s)

Search Results

4133 document(s) match your query for *rylander and ddate:197***

And so on for 198** (1980s), 199** (1990s), 2000**, 2001**, 2002** (2000 to the end of 2002, the last dated document as of July 2004).

Be also aware that similar searches can be conducted in a user friendly way in both TDO and the LTDL sites.

Based on the results, we get the following table showing the number of “rylander” matches per decade:

1960s	1970s	1980s	1990s	2000s
99	4133	10157	3760	415

We deduce that the majority of available documents belong to the 1980s, which corresponds to the most intensive period of Rylander’s activities with Philip Morris, and perhaps the best documented decade.

5. Searching by specific date.

We can refine the search to a year, a month, a date range, or a specific date, as follows. To search for documents only in 1991, we would enter:

rylander and ddate:1991**

Search Results

346 document(s) match your query for *rylander and ddate:1991***

To search for documents only in August 1991, we would enter:

rylander and ddate:199108**

Search Results

26 document(s) match your query for *rylander and ddate:199108***

To search for documents only in the second half of August 1991, we would enter:

rylander and [ddatev:19910815–19910831]

(Here we are using the Philip Morris convention for finding documents within a range of dates. Other sites have different conventions.)

Search Results

4 document(s) match your query for *rylander and [ddatev:19910815–19910831]*

Finally:

rylander and ddate:19910830

Search Results

1 document(s) match your query for *rylander and ddate:19910830*

We have retrieved successively the documents associated with Rylander in 1991, in August 1991, in the second half of August 1991 (note the square brackets and keyword *ddatev*), and on 30 August 1991.

6. Bates numbers.

Let’s look at the document that met our last search query: we see that it is a letter dated 19910830. Inspecting the document face sheet, we see the number **2023533682** in the **Document id** field. Each page in the entire industry collection of documents is numbered with a **Bates number**, which is stamped on the document, usually on the lower right margin. Consecutive pages are stamped with consecutive Bates numbers. The document identification number (id) of a single-page document is simply its Bates number. The id of a multipage document in Philip Morris documents has the format nine digits/four digits, where the first nine digits represent the full Bates number of the

¹ Technical note. The Boolean operators and and not and and not may be used in searches. and may be abbreviated by & and not by !. and not is abbreviated and! (no space) or &!.

first page, and the following four digits represent the last four digits of the Bates number of the last page. Groups of related documents that are in a given range of Bates numbers are also identified in this way. Bates numbers were attributed to documents in the order they appeared in physical folders and files, starting with the document at the top. This means often that related documents have Bates numbers that are consecutive or close to each other, since it is likely they were in the same folder. To see the document we must click on this id number. Bates numbers, as said earlier, are page identifiers and will be the same if you look for the document on the Philip Morris website, on TDO or on the LTDL.

Going back to the letter of August 30, we see that it refers to an enclosure (“Encl”) which provides a summary of different projects. When we looked at the list of documents associated with Rylander, we did not find a document that could correspond to this enclosure. We may simply try to type the next Bates number and see what happens.

2023533683

We get:

Search Results

1 document(s) match your query for *2023533683*

Our hunch was right! The document that we get corresponds exactly to the enclosure referred to in the letter. Here we see that the document record has no mention of Rylander, indeed no author at all and only attributes it to year 1990 (date 19900000 means that only the year is known—similarly date 19000800 would mean that the date is known only up to the month). Looking at the document, we see it that it corresponds exactly to the expected enclosure and it was signed RR/YP, most likely Ragnar Rylander’s initials and his secretary’s.

7. Retrieving all documents belonging to a master document.

We could have arrived at the enclosure through a different approach. Looking at the document record for the letter of August 30, we see in the Master id field the value 2023533682/3688 which is a range of Bates numbers. This tells us that the document we retrieved (the letter) belongs to a group of documents that are closely related to each other and form one master document. We can copy this Master id value on the screen and paste it in the search field:

2023533682/3688

We get:

Search Results

3 document(s) match your query for *2023533682/3688*

The master document consists of three documents, the letter of August 30, the enclosed two-page report, and an editorial written by Rylander for Archives of environmental health.

8. Retrieving documents belonging to the same file

Going back to the record associated with the letter of August 30, we observe that the Filename field contains the value 2023533458/2023533693/MISSING. We may be interested to know what was in this file. We copy the value of the Filename field on the screen and paste it in the search field (you may omit “MISSING”):

2023533458/2023533693/MISSING

Search Results

16 document(s) match your query for *2023533458/2023533693/MISSING*

These documents are not strictly speaking missing, but should have been associated with the 19910830 file, the letter of 30 August 1991. The 16 documents include payments, invoices and reports over the year, and so offer another rich line of research.

9. Searching on author’s name.

Among the over 18 000 documents that we get when we search on *rylander*, we are interested in the documents of which he is the author. We issue the following search query:

pauthor:rylander

Search Results

2199 document(s) match your query for *pauthor:rylander*

Note that the keyword *pauthor* indicates that the search value is restricted to the *person author* field. If we had been dealing with an organization, we would have used the keyword *oauthor* to restrict the search to the *organization author* field, while keyword *author* searches both the person author and the organization author fields. For more information on fields and keywords used to search them, click on the *Search Fields* link below the search box in the Philip Morris web site.

10. Searching on author's name and document type.

2199 documents is still a lot, and it is quite a chore to inspect each of them. Among these documents are many articles and reports that may not interest us in the first round, so let us concentrate on the really meaningful stuff, the correspondence between Rylander and Philip Morris—all letters, memos, telexes and emails of which he is the author. *Telex* once included *email*; for more recent documents *ptype:email* is used. The letter *p* here stands for “primary”; often a second designation is given to a document, *otype*, with *o* standing for “other”. Just entering “type” can bring up either.

pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex)

Search Results

945 document(s) match your query for *pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex)*

Note the use of the *and* and *or* logical connectives and the parentheses to treat an expression as one logical entity. 945 documents is still a lot, so we might restrict ourselves to a specific year.

pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**

Search Results

39 document(s) match your query for *pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983***

Now 39 is a manageable number of documents and we can look at each one individually.

11. Obtaining all the correspondence.

We are not only interested in only one direction of Rylander's correspondence with Philip Morris, but we would also like to see the answers he got from them. Still restricting ourselves to year 1983, we enhance the previous search query as follows:

(pauthor:rylander or precipient:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**

Search Results

101 document(s) match your query for

*(pauthor:rylander or precipient:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983***

12. What Philip Morris says about Rylander internally.

Suppose we are curious to learn what Philip Morris or the industry said internally *about* Rylander. One way to have some clues is to get the correspondence in which his name is mentioned, but of which he was neither the author nor the recipient, and which was not copied to him. This is getting tricky, but it works:

pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**

[Note: we can use *&!* to stand for “and not”]

Search Results

54 document(s) match your query for *pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983***

Browsing down the list of document records, one sees that many of them deal with organizing visits of Rylander to INBIFO, the biological research laboratory in Cologne owned by Philip Morris. If we are not interested in these documents, we can try to eliminate them by excluding from the 54 retrieved documents all those which have the keyword “visit” in their *Title* field, simply by appending *and not title: visit* to the previous search query:

pmentioned:rylander and not(pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983** and not title:visit

Search Results

34 document(s) match your query for *pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983** and not title:visit*

Among the 34 we find at least a couple that are of great interest. Document 2022208744/8745 (13th item) is a memo from T. Osdene, that gives the list of consultants who were “currently being utilized by the Directorate of Research and

Extramural Studies”, among which Rylander is listed as a “consultant for us since 1970”, and indicates he is paid \$300 a day plus expenses.

13. Referring to people by their first names.

In confidential notes, or hand-written minutes, or friendly personal letters, sometimes only the first name is given. The clerks who indexed these either wrote just the first name: RAGNAR or XXRAGNAR. The record for document **1002947837** retrieved in the previous search contains in the *Person mentioned* field **XXRAGNAR**. As Ragnar is not a very usual name, and as Rylander was very well known in Philip Morris, one can suspect that many documents refer to him simply as Ragnar. Let’s try the following search:

ragnar and not person:rylander

(That is, nowhere on the index sheet does the name rylander appear.)

Search Results

141 document(s) match your query for
ragnar and not person:rylander

We include the additional condition on the *Person* field in order to retrieve only those documents which we have not obtained when searching for *rylander*. The last document retrieved, the 141st in the list (Bates number 2067690598), is a memo from “ragnar” about the libel suit he initiated against a Swiss nongovernmental organization and its principals who had accused him of scientific dishonesty in his published research on environmental tobacco smoke and attempting to conceal his affiliation with Philip Morris. (Ragnar’s optimism in this note was misplaced: the verdict was overturned and went clearly against him.)

We may apply the title of the document, “Information on the legal process in Geneva” as a search term. Here we must use the quote marks to incorporate any title with more than one word; in fact anytime we want to search for an expression or title exactly as stated, we need the quotation marks; we will then retrieve only documents that have an exact match for all words in that order:

title:“Information on the legal process in Geneva”

Search Results

5 document(s) match your query for title:
“Information on the legal process in Geneva”

Note that four of these documents were loaded on to the Philip

Morris site on 1 March 2004, the most recent downloading as of the time this is being written.

14. Finding the position of a person in the Philip Morris hierarchy.

It is often difficult to know what is the exact title and position of a person within Philip Morris. A good way to situate a person is to get an organizational chart (orch). For example, if we want to know the position of T. Osdene in 1983, we issue the query:

type:orch and ddate:1983**

Search Results

251 document(s) match your query for
*type:orch and ddate:1983***

That is a lot. We know from the search in Paragraph 12 above (Bates no. 2022208744/8745) that Osdene is connected with research. Let’s refine the search:

ptype:orch and ddate:1983 and title:research**

Search Results

22 document(s) match your query for
*ptype:orch and ddate:1983** and title:research*

Much better! Browsing down the list of document records, we come across document 1000083459/3460, entitled Research and Development Department. The organizational chart in the document shows that T. Osdene is director of research and extramural activities and reports to M.A. Hausermann, vice-president, research and development. (You will want to download the PDF of this document for greater clarity.)

Another good source for identifying persons and their positions as mentioned in Philip Morris documents withheld from public view, is to click on “Privilege Log” under the search bar and go to the “Glossary of Names.”

SUMMARY TABLE

Search query	Comment
<code>rylander</code>	Searches all fields for the name rylander
<code>rylander,r</code>	Searches all field for the name rylander followed by first initial r
<code>rylander and ddate:199**</code>	Searches all fields for the name rylander , restricting the Searches to documents issued during the 90s
<code>rylander and ddate:1991**</code>	Searches all fields for the name rylander , restricting the Searches to documents issued during 1991
<code>rylander and ddate:199108**</code>	Searches all fields for the name rylander , restricting the Searches to documents issued in August 1991
<code>rylander and ddate:19910830</code>	Searches all fields for the name rylander , restricting the Searches to documents issued on 30 August 1991
<code>rylander and [ddatev:19910815-19910831]</code>	Searches all fields for the name rylander , restricting the Searches to documents issued during the second half of August 1991
<code>2023533683</code>	Searches all fields for a specific Bates number
<code>2023533682/3688</code>	Searches all documents related to a master document whose Bates number range is known
<code>2023533458/20235334583693/MISSING</code>	Searches all documents in a given file
<code>pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex)</code>	Searches all letters, memos and telexes of which rylander is the author
<code>pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**</code>	Searches all letters, memos and telexes of which rylander is the author which were issued in 1983
<code>(pauthor:rylander or precipient:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**</code>	Searches all correspondence to or from rylander in 1983
<code>pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**</code>	Searches all correspondence in 1983 that mentions rylander but is not addressed to him or not coming from him
<code>pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983** and not title:visit</code>	Same as previous query, but excluding documents that have the word visit in their title

Search query	Comment
<code>ragnar and not person:rylander</code>	Searches all documents that refer to ragnar but not to rylander , i.e. documents that refer to Rylander by his first name only
<code>type:orch and ddate:1983**</code>	Searches all organizational charts produced in 1983
<code>type:orch and ddate:1983** and title:research</code>	Searches all organizational charts produced in 1983 with the word research in their title

ANNEX¹

PUBLICATIONS BASED ON RESEARCH INTO TOBACCO INDUSTRY DOCUMENTS AS OF JULY 2004

A. A number of important reports on tobacco industry documents relating to the international issues found at various web sites

1. From the World Health Organization:

Voice of truth: multinational tobacco industry activity in the Middle East: a review of internal industry documents.

http://www.who.int/tobacco/policy/industry_conduct/en/index.html

Tobacco company strategies to undermine tobacco control activities at the World Health Organization.

http://www.who.int/tobacco/resources/publications/general/who_inquiry/en/

Profits over people: tobacco industry activities to market cigarettes and undermine public health in Latin America and the Caribbean (also available in Spanish).

http://www.paho.org/English/HPP/HPM/TOH/profitsover_peoplePDF

Towards health with justice. Litigation and public inquiries as tools for tobacco control.

http://www.who.int/tobacco/media/en/final_jordan_report.pdf

2. From the International Consortium of Investigative Journalists

Tobacco companies linked to criminal organizations in lucrative cigarette smuggling.

<http://www.public-i.org/dtaweb/report.asp?ReportID=62&L1=30&L2=10&L3=10&L4=0&L5=0&Display=ICIJ>

Cigarette company documents outline strategy to derail global tobacco treaty (May 2003):

<http://www.publicintegrity.org/dtaweb/report.asp?ReportID=523&L1=10&L2=10&L3=0&L4=0&L5=0>

3. From Action on Smoking and Health (ASH)/UK

ASH/Smuggling/BAT and tobacco smuggling.

<http://www.ash.org.uk/html/smuggling/html/smugglingbat.html>

Tobacco explained: The truth about the tobacco industry in its own words.

<http://www.ash.org.uk/html/conduct/html/tobexpld.html>

Trust us: We're the tobacco industry.

<http://www.ash.org.uk/html/conduct/html/trustus.html>

Bates C, Connolly GN, Jarvis M. Tobacco additives: cigarette engineering and nicotine addiction.

<http://www.ash.org.uk/html/regulation/html/additives.html>

Hastings G, MacFadyen L. Keep smiling. No one's going to die!

<http://www.ash.org.uk>

(go to topic menu, tobacco industry, documents)

ASH/UK publications for sale:

<http://www.ash.org.uk>

1) *Big Tobacco & women—what the tobacco industry's confidential documents reveal.*

2) *Low tar—why low tar cigarettes don't work and how the tobacco industry has fooled the smoking public.*

3) *Danger! PR in the playground. Tobacco industry initiatives on youth smoking.*

4. From the Campaign for Tobacco-Free Kids

Illegal pathways to illegal profits. The big cigarette companies and international smuggling.

<http://www.tobaccofreekids.org/reports>

5. From the Center for Tobacco Control Research & Education

Several reports describing tobacco industry activities in different US states and international reports. It also has links to reports published by other organizations (see example below).

<http://repositories.cdlib.org/ctcre/>

Landman A, Bialick P. Tobacco industry involvement in Colorado

<http://repositories.cdlib.org/tc/reports/CO2004/>

6. Other websites

Joosens L, Raw M. Turning off the tap: An update on cigarette smuggling in the UK and Sweden, with recommendations to control smuggling.

http://www.cancerresearchuk.org/images/11632/Turning_off_the_tap.pdf

The cigarette "transit road" to the Islamic Republic of Iran and Iraq. Illicit tobacco trade in the Middle East. WHO-EM/TFI/011/E/G, 2003.

<http://repositories.cdlib.org/tc/whotcp/IRAN2004>

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C. English language (exceptions noted) peer-reviewed publications based on document research (by topic), 1995- July 2004

(This portion updates the 1995–March 2002 inventory of MacKenzie R, Collin J, Lee K. *The tobacco industry documents: an introductory handbook and resource guide for researchers*. London, London School of Hygiene and Tropical Medicine, 2003.)

(Note to researchers: The preferred formats for citing tobacco industry documents in publications are given in Annex 2.)

Documents research and commentary

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ANNEX²

FORMAT FOR CITING TOBACCO DOCUMENTS

Fiona Byrne¹ and Kirsten J. Neilsen²

The medical journal Tobacco control requires all submissions citing tobacco industry documents made available through the Master Settlement Agreement (MSA) to use the Legacy Tobacco Documents Library (LTDL) URL. There will be circumstances where documents are not available in the LTDL. In these cases, indicate the online source from which the document was found. This may be a primary document website (e.g. Philip Morris) or a secondary document collection (e.g. Tobacco Documents Online). There are other circumstances, especially with British American Tobacco documents where LTDL URLs are not yet available, such as with British American Tobacco documents at Guildford; and other cases where materials are only available from the depositories (e.g. oversized documents, video recordings). Three sample formats are thus presented.

The table below lists the requirements for document citations.

Citation: required and optional components

Citation element	Format
Author	<p>Last name initials (no comma).</p> <p>If no personal author is indicated, use the corporate author (e.g. Tobacco Institute, <i>New York times</i>).</p> <p>Where no author can be identified, that is, the person or corporate body chiefly responsible for producing the document cannot be determined, it is optional to either have the reference as a title main entry or use <i>unknown</i>.</p> <p>Maximum of three authors. If there are more than three authors, list the first three followed by et al.</p>
Corporate author (Company/Institution)	<p><i>Optional</i>. The corporate body chiefly responsible for producing the document. It may be necessary to include these data, as well as the personal author, in circumstances where it differs from the source.</p>
Title	<p>The title of the document. Use the subject line of a memorandum or letter. If a document lacks a title, create one and enclose the title in square brackets.</p>
Year	<p>The year of the document represented as a four-digit year.</p>
Date of document	<p>Where documents indicate a specific date the format is a numeric representation of day followed by a three-letter month, e.g. 3 Apr.</p>

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² Project Manager, Tobacco Control Digital Library, Library & Center for Knowledge Management, University of California, San Francisco, California, USA.

Source	<p>The primary source, that is, the company/organisation who made the document (material) available. In most circumstances this will be the name of the tobacco document website. For companies not required to produce a website, that is, British American Tobacco and the Liggett Group, use the company name. Do not write "Guildford". Instead write "British American Tobacco"</p> <p>Sources:</p> <p>American Tobacco Company</p> <p>British American Tobacco</p> <p>Brown & Williamson</p> <p>Council for Tobacco Research</p> <p>Liggett Group</p> <p>Lorillard</p> <p>Philip Morris</p> <p>R.J. Reynolds</p> <p>Tobacco Institute</p>
Bates number	<p>The document ID. A representation of the complete beginning and four ending Bates numbers. A slash is the preferred separator.</p> <p>#####/####</p>
Access date	<p>Not required when citing the permanent legacy URL.</p> <p>For other sites use the format: Accessed 7 Mar 2003.</p>
URL	<p>The URL for locating the document. The permanent UCSF Legacy Tobacco Documents Library (LTDL) URL is required unless unavailable.</p> <p><i>http://legacy.library.ucsf.edu/tid/#####</i></p> <p>There will be circumstances where documents are not available in the LTDL. In these cases, indicate the online source from which the document was found. This may be a primary document website (e.g. Philip Morris) or a secondary document collection (e.g. Tobacco Documents Online).</p> <p>The base URL is acceptable, such as <i>http://www.pmdocs.com</i> or <i>http://tobaccodocuments.org</i>; however, the full URL path name to the document is preferable.</p> <p>There will be rare circumstances where electronic versions of documents are not available because they are held only in hard copy (e.g. oversized documents) or in other formats (e.g. video recordings) in either the Minnesota or Guildford depositories. In these cases use:</p> <p>Available from Minnesota Depository</p> <p>Available from Guildford Depository.</p>

Format 1: UCSF library documents

Author. Title. Date of Document Year. Source. Bates No. #####/####.
http://legacy.library.ucsf.edu/tid/#####.

Examples:

Philip Morris (Australia) Limited. [Letter to W. Refshauge, Chairman, National Health and Medical Research Council]. 19 Oct 1967. Philip Morris. Bates No. 2025036921/6925.
http://legacy.library.ucsf.edu/tid/peq25e00.

Scott S. [PM Memo from Stanley S. Scott to Frank A. Saunders]. 31 Jan 1984. Philip Morris. Bates No. 1005116180.
http://legacy.library.ucsf.edu/tid/hkw38e00.

In circumstances where it is necessary to include the corporate author (company/institution):

Author. Corporate author. Title. Date of document Year. Source. Bates No. #####/####.
http://legacy.library.ucsf.edu/tid/#####.

Christie D. Liggett & Meyers. Proposed sponsorship of the film 'Eight men out'. 21 Sep 1987. Philip Morris. Bates No. 2023203794.
http://legacy.library.ucsf.edu/tid/esd85e00.

Format 2: Citing Non-UCSF library documents available electronically

Author. Title. Date of document Year. Source. Bates No. #####/####.
http://#####
(Accessed date month year).

Example:

Boyse S. Far East ETS Programme. 26 Jul 1991. British American Tobacco. Bates No. 300541785/1789.
http://tobaccodocuments.org/guildford_misc/300541785-1789.html
(Accessed 12 Oct 2002).

Again, there may be circumstances where it will be necessary to include the corporate author as it will be different from the source. The format is:

Author. Corporate author. Title. Date of document Year. Source. Bates No. #####/####.
http://##### (Accessed date month year.)

Example:

Schreuder A, Petrescu R. Schreuder & Petrescu Partners. Strengths and weaknesses of Marlboro and its advertising. 21 Jul 1992. British American Tobacco. Bates No. 303511304/1353.
http://tobacco.health.usyd.edu.au/tds/BAT303511304_1353
(Accessed 27 Aug 2003).

Format 3: Citing Non-UCSF library documents not available electronically

Author. Title. Date of document Year. Source. Bates No. #####/####. Available from Minnesota Depository (Accessed date month year).

Author. Title. Date of document Year. Source. Bates No. #####/####. Available from Guildford Depository (Accessed date month year).

Again, there may be circumstances where it will be necessary to include the corporate author as it will be different from the source. The format is:

Author. Corporate author. Title. Date of document Year. Source. Bates No. #####/####. Available from Minnesota Depository (Accessed date month year).

Author. Corporate author. Title. Date of document Year. Source. Bates No. #####/####. Available from Guildford Depository (Accessed date month year).

ANNEX³

FOLLOWING THE TOBACCO TRAIL ON THE WEB

Stella Aguinaga Bialous & Stan Shatenstein

Useful website resources

General search tools

→ News & Information

Google News: <http://news.google.com/>

Yahoo! News: <http://news.yahoo.com/>

Moreover [Client Log In]: <http://w.moreover.com/>

World News: <http://www.worldnews.com>

Advanced search:
http://www.worldnews.com/s/worldnews/adv_search.html

Tobacco Factfile (British Medical association):
<http://www.tobaccofactfile.org/>

Tobacco.org: <http://www.tobacco.org/articles/edition/9999/>

Globalink: <http://www.globalink.org>

→ Medical journals

Medline (abstracts): <http://www.ncbi.nlm.nih.gov/PubMed/>

Bioscience (links to journals):
<http://bioscience.org/urlists/jourlink.htm>

→ Selected national and international companies (several have news page as well):

Philip Morris International: (PMI)
<http://www.philipmorrisinternational.com/>

British American Tobacco: (BAT)
<http://www.bat.com>

Japan Tobacco International: (JTI) <http://www.jti.com/english/>

Altadis: (France–Spain)
http://www.altadis.com/home_en.php3

Austria Tabak: (German language. Now part of Gallaher)
<http://www.austriatabak.at>

Brown & Williamson: (US. See BAT)
<http://www.bw.com/home.html>

ETI: (Ente Tabacchi Italiani. Now British American Tobacco Italia SpA) <http://www.etispa.it/eng/default.htm>

Gallaher: (UK) <http://www.gallaher-group.com/>

Hongta: (People's Republic of China)
<http://www.hongta.com/ehhtml/hongta.html>

ITC: (India) website no longer available but for information see:
http://www.euromonitor.com/Cigarettes_in_India

Imperial Tobacco: (IT, UK) <http://www.imperial-tobacco.com>

Imperial Tobacco Canada: (also see BAT)
<http://www.imperialtobaccocanada.com/>

KG&T: (Korea Ginseng & Tobacco) <http://www.ktg.or.kr/>

Reemtsma: (Germany. Also see IT)
<http://www.reemtsma.com/uebergang/index.php?lang=en>

R.J. Reynolds: (US) <http://www.rjrt.com/home.asp>

Souza Cruz: (Brazil. Also see BAT)
<http://www.souzacruz.com.br/>

Swedish Match: <http://www.swedishmatch.com/eng/>

Links to many other companies:

<http://www.geocities.com/Paris/Villa/2913/companie.htm>

→ Tobacco industry trade journals

Useful information about current industry issues and news, including some free features. Other current material requires subscriptions, but can be accessed freely once archived:

Tobacco journal international: <http://www.tobaccojournal.com/>

Tobacco reporter: <http://www.tobaccoreporter.com/>

Tobacco Asia: <http://www.tobaccoasia.com/>

→ Research and tobacco industry monitoring reports based on industry documents

Americans for Nonsmokers' Rights Tobacco Industry Tracking Database: <http://www.no-smoke.org/tidbase.html>

Globalink: <http://www.globalink.org/tobacco/docs/>

ICIJ [International Consortium of Investigative Journalists]:
www.icij.org/dtaweb/report.asp?ReportID=62&L1=10&L2=70&L3=10&L4=0&L5=0

London School of Hygiene and Tropical Medicine:
<http://www.lshtm.ac.uk/cgch/tobacco/>
(search handbook by the LSH&TM: http://www.lshtm.ac.uk/cgch/tobacco/industry_docs.htm)

Non-Smokers' Rights Association (NSRA, Canada):
<http://www.nsra-adnf.ca/>

The Cigarette Papers: (1996, full text online)
<http://ark.cdlib.org/ark:/13030/ft8489p25j/>

Tobacco Control Supersite: (University of Sydney)
<http://tobacco.health.usyd.edu.au>

Tobacco Scam (smoke-free public places and restaurants):
www.tobaccoscam.ucsf.edu

Tobacco control (journal): <http://tc.bmjournals.com/>

University of California San Francisco:
<http://www.library.ucsf.edu/tobacco/>

World Health Organization: (WHO & regional offices)
<http://www.who.int/tobacco/en/>



ANNEX⁴

ILLUSTRATED SUMMARY OF THE MECHANICS OF DOING AN ONLINE SEARCH IN LEGACY TOBACCO DOCUMENTS LIBRARY (LTDL)

→ <http://legacy.library.ucsf.edu/ltdlguide.html>



A Brief Guide to Searching the Legacy Tobacco Documents Library <http://legacy.library.ucsf.edu/ltdlguide.html>

Search Overview.....	2
Simple Searches	3
Advanced Searches.....	4
Review your search history	5
Explore your results	6
Related Resources	8

Search Overview

HOME	SEARCH	LINKS & RESOURCES
------	--------	-------------------

1. The search page link is located on the navigation bar on all pages of the LTDL Web site. Bookmark the search page to bypass the main page:
<http://legacy.library.ucsf.edu/cgi/b/bib/bib-idx?q=tob>.

Search the Collections

[Help with searches](#)

Step 1. Select one or more collections:

- Tobacco Institute Documents [1950-2002] **Documents added: Mar 2004**
- Council for Tobacco Research Documents [1950-2002] **Documents added: Oct 2003**
- Lorillard Documents [1950-2003] **Documents added: May 2004**
- RJ Reynolds Documents [1950-2003] **Documents added: Apr 2004**
- Philip Morris Documents [1950-2003] **Documents added: Mar 2004**
- Brown & Williamson Documents [1950-2002] **Documents added: Apr 2004**
- American Tobacco Documents [1950-1999] **Documents added: Apr 2004**
- Mangini ("Joe Camel") Documents [1950-1996] **Collection added: Jul 2002**
- UCSF Brown & Williamson Documents [1950-1992] **Collection added: Jul 2002**

Step 2. Choose a search method:

2. Select the collection(s) you wish to search

The LTDL allows you to search across all nine collections simultaneously. You may also search a single collection or any combination of collections. The default setting includes the seven industry documents sets released as part of the Master Settlement Agreement.

Searches cover the document record and not the text of the document itself. More information about document records is available at
http://legacy.library.ucsf.edu/search_fields.html.

3. Choose a search method by selecting **Simple Search** or **Advanced Search**. Click **Next** to begin your search.

Simple Searches

Search one word or element within entire record or one field

Simple Search

Step 3. Enter a search term.

Search for in ▼

Browse search terms:
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1. Enter your search term(s)

If you enter more than one search term, LTDL searches your terms as an exact phrase. **Browse Search Terms** allows you to examine alphabetical lists of terms, including chemical, personal, and corporate names, misspellings, typos, and abbreviations that appear at least once in the entire corpus of documents. This feature was added to assist advanced researchers; you do not need to consult the lists in order to perform a search.

2. Choose the field in which you would like to search by using the rolldown menu to the right of the search box. The default searches the entire record. In the example above, LTDL returns items where the terms "young adult smokers," "young adult smoker," and "young adult smoking" appear exactly in that order. Adding an asterisk at the end of "smok" expands the search to include all terms that begin with those four letters.

You can make your search more precise by selecting a specific field. For example, if you are looking for items authored by a particular person, choosing the authors field will ensure that only documents that person wrote, and not those that simply mention the person or that the person received, will appear in your results.

Searching a specific field allows faster searches. *The more collections you choose to search at one time, the fewer specific fields are available for searching.* This only affects your ability to restrict a search to certain fields. You are always able to search all document information by searching in the default (entire record) field.

3. Click **Search** to execute your search

Advanced Searches

Search multiple words or elements within entire record or multiple fields

HOME	SEARCH
Simple Search	Advanced Search

Select **Advanced Search** from the main search page. If you have already started a search session and wish to change from **Simple Search** to **Advanced Search**, choose **Advanced Search** from the navigation bar. This will search the same collections that you selected initially. To search different collections you must begin a new search from the main search page.

Advanced Search

Step 3. Enter a search term.

Search for	young	in	entire record	And
	adult	in	entire record	And
	smok*	in	entire record	And
		in	entire record	And
		in	entire record	And
		in	entire record	And

Search documents dated between 00000000
(Dates shown reflect maximum range for collections)

Search documents added to **Industry sites**
This Site (LTDL)

Browse search terms:
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search

1. Enter search term(s)

On the **Advanced Search** page, you can combine search terms using Boolean operators. For example, you can search for documents about young adult smokers that mention specific cigarette brands. You might also search for specific document types or for documents that mention focus groups as well as young adult smokers. See http://legacy.library.ucsf.edu/search_help.html for more information.

2. Enter document dates (optional)

You may limit your search to documents in a date range, for example, to documents written between 1980 and 1990. The system default searches all documents. To limit by date, enter a date range in the boxes labeled **Search documents dated between** in the format YYYYMMDD (19891129). *You must enter at least one search term in order to restrict by date.*

Documents are added to the LTDL periodically as they are collected from industry sites. The **Search documents added to** field allows you to restrict your search to

documents added to LTDL before or after a certain date. For example, entering 20040101 would retrieve documents added from January 1, 2004 on. You may also search based on the date of your last search of the Library, though you will retrieve zero results if no documents had been added since your last search.

3. Click *Search* to execute your search

Review your search history

HOME	SEARCH	LINKS & RESOURCES		
Simple Search	Advanced Search	Bookbag	History	

At anytime during your session, you may review your search history by clicking on the **History** button on the navigation bar. **History** displays the search terms, collections searched, and the number of results retrieved. You can run any search again by clicking on the Search Query.

Search History			
Click on any search query in the history list to resubmit that search.			
			Clear History
Query #	Search Query	Databases Selected	Total Results
3	kw:"ETS youth"	American Tobacco Documents, Brown & Williamson Documents, Council for Tobacco Research Documents, Lorillard Documents, Philip Morris Documents, RJ Reynolds Documents, Tobacco Institute Documents	138 matches over 138 records
2	kw:"Young adult smoke"	American Tobacco Documents, Brown & Williamson Documents, Council for Tobacco Research Documents, Lorillard Documents, Philip Morris Documents, RJ Reynolds Documents, Tobacco Institute Documents	254424 matches over 254145 records
1	kw:"Superman E"	American Tobacco Documents, Brown & Williamson Documents, Council for Tobacco Research Documents, Lorillard Documents, Philip Morris Documents, RJ Reynolds Documents, Tobacco Institute Documents	175 matches over 157 records

Explore your results

Results Guide

Search: kw: "young adult smok*"

Results: 254424 matches over 254145 records

All Selected Collections

- [254145 records](#)

American Tobacco Documents

- [25 records](#)

Brown & Williamson Documents

- [54 records](#)

Council for Tobacco Research Documents

- no matching records

Collection Records

Database: American Tobacco Documents and Brown & Williamson Documents and Council for Tobacco Research Documents and Lorillard Documents and Philip Morris Documents and RJ Reynolds Documents and Tobacco Institute Documents

Search: kw: "young adult smok*"

1 to 25 of 254145

1 | [26](#) | [51](#) ... [25401](#) ... [50826](#) ... [76226](#) ... [101651](#) ... [127051](#) ...

Long Display

- 1 **Title:** NOTS - Young Adult Smokers
Document Date: 19890000
Document Type: File Folder, File
Bates Number: 946000776
Page Count: 1
Collection: American Tobacco
View as: [TIF](#) | [PDF](#) | [page-by-page](#)
Bookmark as: <http://legacy.library.ucsf.edu/tid/jvy85f00>
[add to bookbag](#)

1. Display type

Your search term(s) appear highlighted in red on the results page. By default, results are displayed in short format sorted alphabetically by title. Click **Long Display** to show additional fields on the results page.

2. Sort documents

Sort documents in your preferred method by using the **Sort** rolldown menu. The **Results Guide** on the left side of the results page shows your search term(s), the number of items retrieved, and the collections in which the items were found. To view items from a specific collection, click on the link beneath that collection name.

3. View documents

Because image quality and Internet connection speeds vary, the library provides document images in three formats: **GIF**, **PDF**, and **TIF**. Click on the appropriate **View as** link to open a document in the desired format.

GIF

- low-quality format
- ideal for slow Internet connection
- page-by-page view
- not ideal for printing or saving

PDF

- medium-quality format
- requires [Adobe Reader](#) (free download)

- view all pages at once
- ideal for printing or saving

TIF

- high-quality format
- page-by-page view
- good for viewing poor-quality documents in detail

4. Save selected documents

As you identify documents you would like to examine further, you can save them as PDF files, bookmark them, or add them to a bookbag. *Bookmarking and adding documents to a bookbag saves document records and not the documents themselves.*

To save a document, right-click on the PDF link and choose **Save target as** from the menu.

Collection Records

The screenshot shows a search result for the keyword "young adult". The search results are displayed in a list format, with the first result selected. A context menu is open over the PDF link of the first result. The menu options include: Open, Open in New Window, Save Target As..., Print Target, Cut, Copy, Copy Shortcut, Paste, Add to Favorites..., Backward Links, Cached Snapshot of Page, Similar Pages, Translate into English, and Properties. The search results list includes the following information for the first result:

- 1 **Title:** NOTS - You
- Document Date:** 19
- Document Type:** Fil
- Bates Number:** 946
- Page Count:** 1
- Collection:** America
- View as:** TIF | PDF
- Bookmark as:** <http://legacy.library.ucsf.edu/tid/jvy85f00>
- [add to bookbag](#)

Bookmarking documents provides a permanent link to the document record. Bookmark documents using the URL provided in each document record (<http://legacy.library.ucsf.edu/tid/gxk17d00>, for example). Use this URL when you cite a document, not the long URL that you have during a session.

The bookbag function allows you to save information about documents that you can download to your computer or email to yourself or a colleague. To add a document to your bookbag, click **add to bookbag** at the end of each document record. Results remain in your bookbag until either you end your search session or 30 minutes pass and you are not actively searching. LTDL does not save bookbag contents; you must download or email the contents before ending your session.

Bookbag contains

1 item

Empty Bookbag

Send Bookbag contents by

Email

Download Bookbag contents as

Text

EndNote

Long Display

- Title:** NOTS - Young Adult Smokers
Document Date: 19890000
Document Type: File Folder, File
Bates Number: 946000776
Page Count: 1
Collection: American Tobacco
View as: [TIF](#) | [PDF](#) | [page-by-page](#)
Bookmark as:
<http://legacy.library.ucsf.edu/tid/jvy85f00>
[remove from bookbag](#)

Long Display

Related Resources

Using EndNote with LTDL

http://legacy.library.ucsf.edu/endnote_help.html

Sorting

http://legacy.library.ucsf.edu/search_help.html - sorting

Tutorial

<http://legacy.library.ucsf.edu/tutorial/>

Frequently Asked Questions

<http://legacy.library.ucsf.edu/faq.html>

Latest News

<http://legacy.library.ucsf.edu/announcements.html>