
From: Farlow, Kimberlie J.
Sent: Friday, July 14, 2000 11:58 AM
To: Anziska, Evan; Darden, Bennie C.; McCormick, Brendan J.; Agee, Charlie; Merlo, Ellen; Chandran, Gayathri; Wadkins, Jessica D.; Bilowus, Katherine A; Whatford, Mark; Carnovale, Mary E.; Nelson, Melodee L.; Pfeil, Michael E.; Tapie, Monique N.; Wells, Patty A.; z0821Murphy, Phillip A.; Stansel, Robin; Hanson, Terry D.; Ryan, Thomas M; Desel, Paula; Holleran, Jack; DeBord, Mark; Grant, Ellen
Cc: Harris, Don; Cho, Elizabeth; Macauley, Jack; Puotila, Johan; Burrell, Wendy; Purcell, Clare; Tovar, David; Micenko, Ellen; Lindheim, James; Sorrells, John; Larkins, LaTeisha; Milby, David L.; Rivera, Salvador; Westra, Dan L.; Hatcher, Craig E.; Nelson, John R. (Jack); Osborne, Kevin (PMMC Legal); Scott, Brad T.; Farriss, Mike A.; Nyffeler, Urs
Subject: RE: LA Times AT on Follow Up Questions

Delivered approved, revised messages as follows:

Q. How often do these smoking panels smoke?

A. Usually once a day.

Q. Is the smoking panel the employees' primary job?

A. No. Participation is strictly voluntary.

Q. How long to they smoke each day?

A. The sessions are generally 30 minutes to an hour, and panel members smoke no more than 3 cigarettes per session.

Q. Do the smoking panels smoke both cigarettes and raw tobacco?

A. Most smoking panels smoke blended cigarettes, however there are panels of leaf experts who, from time to time, smoke unblended, unflavored cigarettes. These panel members are expert in the area of leaf and leaf blending.

Q. How many milligrams of tar are in a "typical" American cigarette?

A. There is no "typical" American cigarette. For example, in the USA, a full-flavor Marlboro contains 15 milligrams of tar, a Marlboro light 11 grams and a Marlboro ultra light has 6 milligrams.

Q. How many people are on each panel?

A. Panels vary in size from 6 to 25 members.

Reporter had no further questions. She is writing for this weekend and piece will run in U.S. editions of the L.A. Times.

Kim Farlow
Community Relations/Richmond
(804) 274-5623

-----Original Message-----

From: Farlow, Kimberlie J.
Sent: Thursday, July 13, 2000 11:31 AM
To: Anziska, Evan; Darden, Bennie C.; McCormick, Brendan J.; Agee, Charlie; Merlo, Ellen; Chandran, Gayathri; Wadkins, Jessica D.; Bilowus, Katherine A; Whatford, Mark; Carnovale, Mary E.; Nelson, Melodee L.; Pfeil, Michael E.; Tapie, Monique N.; Wells, Patty A.; Murphy, Phillip A.; Stansel, Robin (Hulse); Hanson, Terry D.; Ryan, Thomas M; Desel, Paula; Holleran, Jack; DeBord, Mark

Cc: Harris, Don; Cho, Elizabeth; Macauley, Jack; Puotila, Johan; Burrell, Wendy; Purcell, Clare; Tovar, David; Micenko, Ellen; Lindheim, James; Sorrells, John; Larkins, LaTeisha; Milby, David L.; Rivera, Salvador; Westra, Dan L.; Hatcher, Craig E.; Nelson, John R. (Jack); Osborne, Kevin (PMMC Legal); Scott, Brad T.; Farriss, Mike A.
Subject: RE: LA Times Follow Up Questions IMMEDIATE ACTION REQUIRED

Reporter has several additional questions. My proposed answers follow.

Q. How often do these smoking panels smoke?

A. Usually once a day. Occasionally, twice a day.

Q. Is the smoking panel the employees' primary job?

A. No. It is one of many job duties, not the sole duty.

Q. How long to they smoke each day?

A. No more than an hour per session.

Q. Do the smoking panels smoke both cigarettes and raw tobacco?

A. Some smoking panels smoke both finished products and raw tobacco. WHAT MORE CAN YOU TELL ME ABOUT THE RAW TOBACCO SMOKING?

Q. How many milligrams of tar are in a "typical" American cigarette?

A. HELP, please. Reporter noted that Russian cigarettes have 25 milligrams and she thought American cigarettes were much milder and had only 10 - 12 milligrams.

DEADLINE TODAY. Legal, help please.

Kim Farlow
Community Relations/Richmond
(804) 274-5623

-----Original Message-----

From: Farlow, Kimberlie J.
Sent: Monday, July 10, 2000 11:12 AM
To: Anziska, Evan; Darden, Bennie C.; McCormick, Brendan J.; Agee, Charlie; Merlo, Ellen; Chandran, Gayathri; Wadkins, Jessica D.; Bilowus, Katherine A.; Whatford, Mark; Carnovale, Mary E.; Nelson, Melodee L.; Pfeil, Michael E.; Tapie, Monique N.; Wells, Patty A.; Murphy, Phillip A.; Stansel, Robin (Hulsey); Hanson, Terry D.; Ryan, Thomas M.; Desel, Paula; Holleran, Jack; DeBord, Mark
Cc: Harris, Don; Cho, Elizabeth; Macauley, Jack; Puotila, Johan; Burrell, Wendy; Purcell, Clare; Tovar, David; Micenko, Ellen; Lindheim, James; Sorrells, John; Larkins, LaTeisha; Guzzinati, Laurie; York, Mike; Roberts, Peggy; Carraro, Tara; Han, Vic; Milby, David L.; Rivera, Salvador; Westra, Dan L.; Hatcher, Craig E.; Nelson, John R. (Jack); Osborne, Kevin (PMMC Legal)
Subject: AT:LA Times

Called reporter and left message.

Kim Farlow
Community Relations/Richmond
(804) 274-5623

-----Original Message-----

From: Farlow, Kimberlie J.
Sent: Friday, July 07, 2000 4:06 PM
To: Farlow, Kimberlie J.; Anziska, Evan; Darden, Bennie C.; McCormick, Brendan J.; Agee, Charlie; Merlo, Ellen; Chandran, Gayathri; Crabill, Jean B.; Wadkins, Jessica D.; Bilowus, Katherine A.; Waters, Kathy; Berry, Kevin H.; Whatford, Mark; Carnovale, Mary E.; Nelson, Melodee L.; Pfeil, Michael E.; Tapie, Monique N.; Wells, Patty A.; Murphy, Phillip A.; Stansel, Robin (Hulsey); Hanson, Terry D.; Ryan, Thomas M.; Desel, Paula; Holleran, Jack; DeBord, Mark
Cc: Harris, Don; Cho, Elizabeth; Macauley, Jack; Puotila, Johan; Burrell, Wendy; Purcell, Clare; Tovar, David; Micenko, Ellen; Lindheim, James; Sorrells, John; Larkins, LaTeisha; Guzzinati, Laurie; York, Mike; Roberts, Peggy; Carraro,

Tara; Han, Vic; Milby, David L.; Rivera, Salvador; Westra, Dan L.; Hatcher, Craig E.; Nelson, John R. (Jack); Osborne, Kevin (PMMC Legal); Smith, Judy N.(RD&E); Wrenn, Sue; Jones, Jan (MDF)
Subject: RE: Suggested AT: LA Times DEADLINE PENDING

Sorry, hit send button by accident.

Suggested AT: At our domestic production facilities, we do not use "tobacco tasters," but employee smoking panels. We rely on these panels for judgments about a number of subjective factors, including taste. Any employee who participate does so voluntarily and is 21 years of age.

Kim Farlow
Community Relations/Richmond
(804) 274-5623

-----Original Message-----

From: Farlow, Kimberlie J.
Sent: Friday, July 07, 2000 4:02 PM
To: Farlow, Kimberlie J.; Anziska, Evan; Darden, Bennie C.; McCormick, Brendan J.; Agee, Charlie; Merlo, Ellen; Chandran, Gayathri; Crabill, Jean B.; Wadkins, Jessica D.; Bilowus, Katherine A; Waters, Kathy; Berry, Kevin H.; Whatford, Mark; Carnovale, Mary E.; Nelson, Melodee L.; Pfeil, Michael E.; Tapie, Monique N.; Wells, Patty A.; Murphy, Phillip A.; Stansel, Robin (Hulsey); Hanson, Terry D.; Ryan, Thomas M; Desel, Paula; Holleran, Jack; DeBord, Mark
Cc: Harris, Don; Cho, Elizabeth; Macauley, Jack; Puotila, Johan; Burrell, Wendy; Purcell, Clare; Tovar, David; Micenko, Ellen; Lindheim, James; Sorrells, John; Larkins, LaTeisha; Guzzinati, Laurie; York, Mike; Roberts, Peggy; Carraro, Tara; Han, Vic; Milby, David L.; Rivera, Salvador; Westra, Dan L.; Hatcher, Craig E.; Nelson, John R. (Jack)
Subject: RE: Suggested AT: LA Times DEADLINE PENDING

Okay, let's try again.

Suggested AT:

Kim Farlow
Community Relations/Richmond
(804) 274-5623

-----Original Message-----

From: Farlow, Kimberlie J.
Sent: Friday, July 07, 2000 3:16 PM
To: Anziska, Evan; Darden, Bennie C.; McCormick, Brendan J.; Agee, Charlie; Merlo, Ellen; Chandran, Gayathri; Crabill, Jean B.; Wadkins, Jessica D.; Bilowus, Katherine A; Waters, Kathy; Berry, Kevin H.; Whatford, Mark; Carnovale, Mary E.; Nelson, Melodee L.; Pfeil, Michael E.; Tapie, Monique N.; Wells, Patty A.; Murphy, Phillip A.; Stansel, Robin (Hulsey); Hanson, Terry D.; Ryan, Thomas M; Desel, Paula; Holleran, Jack; DeBord, Mark
Cc: Harris, Don; Cho, Elizabeth; Macauley, Jack; Puotila, Johan; Burrell, Wendy; Purcell, Clare; Tovar, David; Micenko, Ellen; Lindheim, James; Sorrells, John; Larkins, LaTeisha; Guzzinati, Laurie; York, Mike; Roberts, Peggy; Carraro, Tara; Han, Vic; Milby, David L.; Rivera, Salvador; Westra, Dan L.; Hatcher, Craig E.; Nelson, John R. (Jack)
Subject: Suggested AT: LA Times DEADLINE PENDING

Suggested AT: At our domestic production facilities, we do not use "tobacco tasters," but employee smoking panels. We rely on these panels for judgments about a number of subjective factors, including taste. A far more common practice is the use of robots in our analytical labs. We use "smoking machines" (robots) to smoke product samples, and we are able to collect extensive scientific data from this type of sampling.

Note: I've had difficulty getting an answer on this because of shutdown. This is the best I can do as far as details.

Kim Farlow
Community Relations/Richmond
(804) 274-5623

-----Original Message-----

From: Anziska, Evan
Sent: Thursday, July 06, 2000 12:16 PM
To: Bennie Darden; Brendan McCormick; Charlie Agee; Ellen Merlo; Gayathri Chandran; Jean Crabill; Jessica Wadkins; Katherine Bilowus; Katherine Otto; Kathy Waters; Kevin Berry; Kimberlie Farlow; Mark Whatford; Mary Carnovale; Melodee Nelson; Michael Pfeil; Monique Tapie; Patty Wells; Phillip Murphy; Robin Hulsey; Terry D. Hanson; Thomas Ryan
Cc: Don Harris; Elizabeth Cho; Jack Macauley; Johan Puotila; Wendy Burrell; Clare Purcell; David Tovar; Ellen Micenko; Evan Anziska; James Lindheim; John Sorrells; LaTeisha Larkins; Laurie Guzzinati; Mike York; Peggy Roberts; Tara Carraro; Vic Han
Subject: LA Times

Yakov Ryzhak
011-007-095-755-8445
LA Times (Moscow Bureau)

Writing a story about tobacco tasters. Reporter recently visited a PM tobacco plant outside of Moscow and was interested in the tobacco tasters -- 4 people who smoke random cigarettes that come off the production line and, based on those, mark the rest of the group for quality. He would like to know if PM uses this method in it's USA plants.

Deadline: COB Tomorrow