

History Day Bibliography

Sam Skinner

Junior Division Website

Encountering the Truth: State of Minnesota v. Phillip Morris Inc.

Primary Sources

Interviews

Stieg, Patrick. Phone interview. 12 March 2016. St. Paul, MN.

Pat Stieg is the Director of the Center for Prevention at Blue Cross Blue Shield, Minnesota. His insight into current tobacco-control efforts allowed me to understand better how the settlement's effects are still having an impact today.

Walburn, Roberta. Personal interview. 25 February 2016. Minneapolis, MN.

Roberta Walburn was one of the plaintiff's attorneys in State of Minnesota v. Phillip Morris Inc. Her first-hand experience in the case helped me understand the challenges her firm faced and the legal strategies they employed.

Weigum, Jeanne. Phone interview. 25 March 2016. St. Paul, MN.

Jeanne Weigum is the Executive Director for the Association for Non-smokers (ANSR) in Minnesota. From this interview, I learned about the ongoing impact of the settlement and about the challenges that tobacco-control organizations are still facing.

Newspaper and Journal Articles

Belluck, Pam. "Tobacco Companies Settle a Suit With Minnesota for \$6.5 Billion." *The New York Times*, 9 May 1998. Web, 15 May 2016: <<http://www.nytimes.com/1998/05/09/us/tobacco-companies-settle-a-suit-with-minnesota-for-6.5-billion.html>>.

This *New York Times* lead story about the Minnesota settlement discussed how the costs of deals with other states was likely to rise as a result. I learned how the Minnesota Settlement effected other states' tobacco lawsuits.

Berkel, Jessie van. "St. Paul Prohibits Flavored Tobacco at Most Stores." *Star Tribune*, 6 January 2016. Web, 10 March 2016: <<http://www.startribune.com/st-paul-prohibits-flavored-tobacco-at-most-stores/364455011/>>.

This newspaper article was about the recent St. Paul ban on flavored tobacco products at most stores. I learned about the latest efforts to help prevent youth from encountering tobacco products.

"Big Tobacco's Loss in Minnesota." *The New York Times* editorial, 9 May 1998: A10.

This editorial commented on the settlement. I learned about how Minnesota got different results than if they had taken part in the originally proposed national settlement.

"Blue Cross and Public Health Agencies Replace Tobacco Billboards with Anti-Tobacco Ads." *PR Newswire*, 9 September 1998. Web, 10 March 2016: <<http://www.prnewswire.com/news-releases/blue-cross-and-public-health-agencies-replace-tobacco-billboards-with-anti-tobacco-ads-76498992.html>>.

This article showed me an example of how the settlement immediately created change. It was a very innovative idea by Blue Cross Blue Shield to switch tobacco billboard ads to anti-tobacco billboard ads.

Ciresi, Michael V. "An Account of the Legal Strategies That Ended an Era of Tobacco Industry Immunity." *William Mitchell Law Review* 25/2 (1999). Web, 10 March 2016: <<http://open.mitchellhamline.edu/cgi/viewcontent.cgi?article=1905&context=wmlr>>.

This journal article gave me information from Michael V. Ciresi, who was the lead attorney on the case. It taught me about legal strategies in play during the case.

Meier, Barry. "Documents from Cigarette Makers Show They Tested Methods to Enhance Nicotine." *The New York Times*, 1 March 1998. Web, 10 March 2016: <<http://www.nytimes.com/1998/03/01/us/documents-from-cigarette-makers-show-they-tested-methods-to-enhance-nicotine.html?pagewanted=all>>.

This article describes tobacco-industry documents that the plaintiffs discovered during the trial. The documents proved that tobacco companies had manipulated nicotine in their tobacco products. This gave me a better understanding of actions made by tobacco manufacturers to popularize their product and how tobacco companies' documents were used against the industry in the trial.

"Minnesota Says Tobacco Papers Prove Deception by the Industry." *The New York Times*, 26 January 1998. Web, 10 March 2016: <<http://www.nytimes.com/1998/01/27/us/minnesota-says-tobacco-papers-prove-deception-by-the-industry.html>>.

This article emphasized the exploitation of youth by the tobacco companies. I learned how tobacco companies used deception to attract customers, especially young people.

Weinstein, Henry and Myron Levin. "Scientist Says Reynolds Feared Test Results." *Los Angeles Times*, 21 November 1996. Web, 31 January 2016: <http://articles.latimes.com/19961121/business/fi1266_1_rjreynoldsscientist>.

This article gave me information on the Mouse House Experiment, a disbanded R. J. Reynolds research project on the connection between smoking and emphysema. It gave me an example of a specific occasion where a tobacco company deliberately concealed information.

Weinstein, Henry and Myron Levin. "For Humphrey, Outcome Marks a Personal Victory." *Los Angeles Times*, 9 May 1998. Web, 10 March 2016: <<http://articles.latimes.com/1998/may/09/news/mn-47885>>.

This explained the impact of the settlement on Humphrey and what the plaintiffs did to achieve victory. It gave me a better understanding of how Humphrey faced pressure to accept the terms of the proposed national settlement instead of filing his own lawsuit.

Trial Exhibit Documents

Letter from William Kloepfer (The Tobacco Institute) to Tom Humber (Brown & Williamson Tobacco Corp.). 11 December 1984. Trial Exhibit 13,949 in State of Minnesota v. Phillip Morris, Inc.

This letter that was later used as one of the plaintiffs' exhibits during the lawsuit contained information on how Brown & Williamson (a tobacco manufacturer) was working to stop the anti-smoking movement in Minnesota. I learned about how tobacco companies responded to adversity with marketing campaigns.

"Report on Visit to U.S.A. and Canada," by H. R. Bentley, D. G. I. Felton, and W. W. Reid (British American Tobacco Co. Ltd.). Trial Exhibit 2241 in State of Minnesota v. Phillip Morris, Inc.

This undated report, which later became a trial exhibit brought by the plaintiffs, was written by representatives of the British American Tobacco Co. It describes their visits to numerous medical experts throughout the United States and Canada. It states that, with one exception, all of the experts that they met with believed that smoking causes lung cancer. This report showed me how damaging the documents disclosed in the trial were to the manufacturers' case.

Secondary Sources

Books

Roberts, Katherine. *Minnesota 150: The People, Places, and Things That Shaped Our State*. St. Paul: Minnesota Historical Society Press, 2007.

I discovered my history-day topic in this book. It helped me learn the lawsuit's significance and the basic information that I needed to start my research.

Essays, Papers, and Reports

Burns, David M. et al. *Cigarette Smoking Behavior in the United States*, n.d. Web, 10 March 2016: <http://cancercontrol.cancer.gov/brp/tcrb/monographs/8/m8_2.pdf>.

This report describes the use of tobacco over the span of 90 years. It also contained graphs that showed tobacco usage over time visually. I learned how tobacco marketing evolved to fit the time period that it was in, and why it was so successful.

Suh, Il. “Success story of anti-smoking campaign in a developing country with high prevalence of cigarette smoking - South Korea.” 2008. Web, 10 March 2016: <http://www.wma.net/en/20activities/30publichealth/40tobaccocontrol/010304_Presentation_Tobacco_Seo.pdf>.

This report was about an anti-smoking campaign in South Korea. It helped me understand why tobacco companies are targeting developing countries and the actions being taken to promote tobacco control in those developing countries.

Tobacco Control Legal Consortium. “The Verdict Is In: Findings from United States v. Philip Morris.” 2006. Web, 7 May 2016: <<http://publichealthlawcenter.org/sites/default/files/resources/tclc-verdict-is-in.pdf>>.

This report describes the Master Settlement Agreement where 46 states were rewarded billions of tobacco dollars and won concessions regarding how cigarettes could be advertised and targeted to minors. This report illustrated the immediate impact of the Minnesota settlement and how it spread to a national scale.

U.S. Department of Health and Human Services. “The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. 2014. Web, 15 May 2016: <<http://www.surgeongeneral.gov/library/reports/50-years-of-progress/full-report.pdf>>.

This is the 2014 Surgeon General’s report on smoking and health. I learned about how tobacco is still a major public health issue today, despite significant progress.

World Health Organization. “Report of the Committee of Experts on Tobacco Industry Documents.” July 2000. Web, 12 May 2016: <http://www.who.int/tobacco/en/who_inquiry.pdf>.

The World Health Organization (WHO) created a report on the tobacco industry documents using a committee of medical experts. This report gave me knowledge of the WHO's efforts in tobacco control.

World Health Organization. "Tobacco Explained: The Truth about the Tobacco Industry ... in Its Own Words." 1998. Web, 10 March 2016: <<http://www.who.int/tobacco/media/en/TobaccoExplained.pdf>>.

This report, created by the World Health Organization, was about the information that was hidden by tobacco companies. In it, I learned, all through tobacco-industry documents, about the health effects of tobacco, the addictive qualities of nicotine, tobacco companies marketing to children, and secondhand smoke.

Websites

"50 Years of Tobacco Control." Robert Wood Johnson Foundation. Web, 18 April 2016: <<http://www.rwjf.org/maketobaccohistory>>.

This interactive website had helpful videos with experts, along with a timeline. I learned how tobacco manufacturers' public image changed over time.

"About Medicaid." Georgetown University Health Policy Institute. Web, 3 January 2016: <<http://ccf.georgetown.edu/medicaid/about-medicaid/>>.

I learned more about the medical program Medicaid through this website. It helped me better understand where some of the tobacco-settlement money went.

Christensen, Wendy. "Torches of Freedom: Women and Smoking Propaganda—Sociological Images." 27 February 2012. Web, 10 March 2016: <<https://thesocietypages.org/socimages/2012/02/27/torches-of-freedom-women-and-smoking-propaganda/>>.

This website was about tobacco companies' marketing to women. It helped me learn about how tobacco companies used marketing to exploit smokers, using changes in society to their advantage.

"Clearing the Air: Influencing Tobacco Control and Prevention Policy." Society for Public Health Education. Web, 10 May 2016: <https://www.sophe.org/cppw_home.cfm>.

Society for Public Health Education (SOPHE) provides expertise in the areas of tobacco-policy development, coalition building, evaluation, and project support. I learned about tobacco-health collaborations across the country.

“DO MORE!” Still A Problem. Clearway Minnesota QUITPLAN. Web, 10 March 2016: <<http://www.stillaproblem.com/#home>>.

This Clearway MN sponsored website shows how tobacco use is still a problem in Minnesota. This website gave me insight into how tobacco manufacturers have found new ways to draw in more customers, mostly youth, and what many organizations have been doing to stop them.

“Effects of Nicotine.” UCANQUIT2.ORG. Web, 10 March 2016. <<https://www.ucanquit2.org/NicotineEffects?p=1>>.

This website helped me learn the details of what is in tobacco and what makes tobacco dangerous and addictive. It made my website better because it allowed me to explain what is in tobacco that caused it to become popular despite its negative health effects.

“The Framework Convention Alliance for Tobacco Control.” The Treaty. World Health Organization. Web, 10 March 2016. <<http://www.ftc.org/what-is-the-ftc>>.

This website is about Framework Convention Alliance for Tobacco Control, the world’s first public-health treaty. I learned about how the lawsuit is still having an impact all over the world.

“History of the Surgeon General’s Reports on Smoking and Health.” Centers for Disease Control and Prevention. 6 July 2009. Web, 10 March 2016: <http://www.cdc.gov/tobacco/data_statistics/sgr/history/>.

This website was about an important event leading up to the case, the first surgeon general’s report on the health consequences of smoking. It helped me to understand the negative health effects of tobacco, specifically the connection between smoking and cancer.

“Home.” Ciresi Conlin LLP » Roberta B. Walburn. Web, 10 March 2016: <<http://www.ciresiconlin.com/team/roberta-walburn/>>.

On this website, I learned about Roberta Walburn, the person I interviewed for my project. Learning about her gave me the information I needed to write the interview questions prior to our meeting.

Hurt, Richard D., Jon O. Ebbert, Monique E. Muggli, Nikki J. Lockhart, and Channing R. Robertson. "Open Doorway to Truth: Legacy of the Minnesota Tobacco Trial." *Mayo Clinic Proceedings*. Mayo Foundation for Medical Education and Research. Web, 10 March 2016: <<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2676127/#R64>>.

This website contained information about another tobacco lawsuit in Minnesota, filed by the Mayo Clinic. It gave me information on how others began to file their own tobacco lawsuits, similar to State of Minnesota v. Phillip Morris Inc. soon after the settlement.

"Inside the Tobacco Deal: Full Chronology." PBS. Web, 18 April 2016: <<http://www.pbs.org/wgbh/pages/frontline/shows/settlement/timelines/fullindex.html>>.

This website contained a timeline of tobacco litigation. The timeline strengthened my understanding of how tobacco litigation changed over time.

Jacobs, Marjorie. "History of Tobacco." Cambridge Tobacco Education, 1997. Web, 10 March 2016: <http://healthliteracy.worlded.org/docs/tobacco/Unit1/2history_of.html>.

This website had a full history of tobacco, from when it was first used by Native Americans to today. It helped me learn how tobacco became so popular in the 1900s.

"Legal Dictionary." Law.com. Web, 10 March 2016. <<http://dictionary.law.com/>>.

This website is an online legal dictionary. It helped me understand all of the legal terms I came across.

Milberger, Sharon, Ronald M. Davis, Clifford E. Douglas, John K. Beasley, David Burns, Thomas Houston, and Donald Shopland. "Tobacco Manufacturers' Defense against Plaintiffs' Claims of Cancer Causation: Throwing Mud at the Wall and Hoping Some of It Will Stick." *Tobacco Control*. BMJ Group. Web, 10 March 2016: <<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2563590/#!po=17.0455>>.

This website contained information on how tobacco companies defended themselves against claims of cancer causation. I learned about different strategies tobacco companies employed to try to win the lawsuit.

“Reducing the Harm of Tobacco.” Clearway Minnesota. 2012. Web, 10 March 2016: <<http://clearwaymn.org>>.

This website contained information on Clearway Minnesota, a tobacco-control organization. I learned about current efforts to reduce the number of people using tobacco.

“Robins Kaplan LLP.” Web, 10 March 2016: <<http://www.robinskaplan.com/>>.

This is the website of the law firm that filed the case for Blue Cross Blue Shield and the State of Minnesota. From this site, I learned about the firm.

“Tobacco Industry and The Connection to the Military.” Tobacco Prevention for K-12 Educators. 11 November 2011. Web, 24 January 2016: <<https://tobaccopreventionk12.wordpress.com/2011/11/11/tobacco-industry-and-the-connection-to-the-military/>>.

This website gave me a better idea of how tobacco has played a part in history, specifically tobacco use by servicemen and women, which added to my overall understanding of how tobacco became so popular.

“What’s in a Cigarette?” American Lung Association. Web, 10 March 2016: <<http://www.lung.org/stop-smoking/smoking-facts/whats-in-a-cigarette.html>>.

This website contained information on the hazardous materials in cigarette smoke. It helped me understand the severity of health consequences caused by tobacco.

Databases

Electronic Library for Minnesota. Web, 13 May 2016: <<http://www.elm4you.org/>>.

This database had digital records of newspaper articles, images, videos involved in Minnesota historical events. The newspaper articles I found about the lawsuit helped me better understand the magnitude of the lawsuit.

Minnesota State Lawsuits. University of California, San Francisco. Web, 6 March 2016: <<https://www.library.ucsf.edu/tobacco/litigation/states/mn>>.

Copies of the complaint, the settlement, and many other court documents from the trial were a part of this database. I found information on the plaintiffs' legal strategy in the chronologically organized court documents.

Stanford Research into the Impact of Cigarette Advertising. Stanford University. Web, 22 March 2016: <http://tobacco.stanford.edu/tobacco_main/main.php>.

Stanford University created this database of tobacco advertisements. I used many images in the website, and it taught me how tobacco marketing influenced people to smoke.

Truth Tobacco Industry Documents. University of California, San Francisco. Web, 12 May 2016: <<https://www.industrydocumentslibrary.ucsf.edu/tobacco/>>.

This database contained all of the documents that were acquired by the plaintiffs during the lawsuit. I learned more about the tobacco industry's misconduct through their own documents.

Videos

"APHJ—Public Health Law Center with Doug Blanke." YouTube, 27 February 2014. Web, 15 May 2016: <<https://www.youtube.com/watch?v=-DepQESG4c8>>.

Doug Blanke, one of the lead attorneys for the plaintiffs, was interviewed on this video. I learned about how law and public health are connected.

"Big Tobacco Trial Updates." Twin Cities Public Television. 13 March 1998. Web, 27 February 2016: <http://www.mnvideovault.org/index.php?id=5784&select_index=2&popup=yes#2>.

This news report included an interview with Michael Ciresi, who was the lead attorney for the law firm Robins, Kaplan, Miller, and Ciresi. I learned about how the trial evolved and how documents impacted the outcome.

“First Report on Smoking by Luther K. Terry, U.S. Surgeon General.” 11 January 1964. YouTube, 22 December 2011. Web, 2 January 2016: <https://www.youtube.com/watch?v=yNQn_3hgbfM>.

This video from an Surgeon General was a perfect addition to my website, along with giving me helpful information about the first Surgeon General’s report on the health consequences of smoking.

“Teen Smoking Hearing.” C-SPAN, 11 September 1996. Web, 13 May 2016: <<http://www.c-span.org/video/?74954-1/teen-smoking>>.

Skip Humphrey and others spoke about the issue of youth using cigarettes. I learned about how tobacco manufacturers targeted children by making their product seem glamorous and cool.

Audio

Doug Blanke Podcast. Office of the United States Surgeon General, 2014. Web, 2 March 2016: <<http://www.surgeongeneral.gov/priorities/tobacco/sgr50th-blanke-podcast.mp3>>.

This podcast contained audio from Doug Blanke, Assistant Attorney General. He talks about the Minnesota settlement. I learned about what made the settlement such an accomplishment.

Images

My website contains images and photographs that I found on the following websites:

A Frank Statement to Cigarette Smokers. wikipedia.org. Web, 14 March 2016: <https://en.wikipedia.org/wiki/A_Frank_Statement#/media/File:A_Frank_Statement.png>.

Anti-smoking billboard. Frankwbaker.com. Web, 19 February 2016: <<http://www.frankwbaker.com/mlc/smoking-counter-ad-examples/>>.

Blanke, Doug. Mitchell Hamline School of Law. Web, 4 April 2016: <<http://mitchellhamline.edu/biographies/person/d-douglas-blanke/>>.

Calvin and Hobbes comic strip. Pinterest.com. Web, 15 May 2016: <<https://s-media-cache-ak0.pinimg.com/736x/03/7a/0a/037a0afd1ab41e66503aa1e3ecee9f7a.jpg>>.

Candy cigarette carton. Amazon.com. Web, 20 April 2016: <<http://www.amazon.com/just-like-dad-candy-cigarettes/dp/b004mbnkku/?tag=movipersonal-20>>.

Chicago Tribune front page from 12 January 1964, "Tie Cancer to Cigaretts." [BlumArchive.com](http://www.blumarchive.com). Web, 18 January 2016: <<http://www.blumarchive.com/2011/09/29/chicago-tribune/>>.

Cigarette. Empower-u.net. Web, 9 March 2016: <http://www.empower-u.net/joomla15/index.php?option=com_content&view=article&id=25&Itemid=17>.

Cigarette. NoBacks.com. Web, 3 April 2016: <<http://nobacks.com/photos/objects/cigarettes/page/2/>>.

Ciresi, Michael V. Minnesota Public Radio. Web, 19 April 2016: <http://news.minnesota.publicradio.org/features/199908/01_newsroom_campaign2000/ciresi.shtml>.

Davis, Bette. DailyMail.com. Web, 15 April 2016: <<http://www.dailymail.co.uk/news/article-1061713/Revealed-The-Hollywood-stars-paid-thousands-promote-smoking.html>>.

Framework Convention for Tobacco Control logo. SmokeFreePartnership.org. Web, 22 April 2016: <<http://www.smokefreepartnership.org/news/health-and-transparency-ngos-demand-commission-fctc-provisions-article-53>>.

Grant, Cary. DailyMail.com. Web, 15 April 2016: <<http://www.dailymail.co.uk/news/article-1061713/Revealed-The-Hollywood-stars-paid-thousands-promote-smoking.html>>.

Humphrey, Hubert. LATimes.com. Web, 22 April 2016: <<http://latimesblogs.latimes.com/.a/6a00d8341c630a53ef0162fbc3730e970d-pi>>.

Marlboro Man billboard. TobaccoFreeKids.com. Web, 22 April 2016: <http://www.tobaccofreekids.org/ad_gallery/category/billboard/P75>.

No-smoking sign. Cigarettesreporter.com. Web, 22 January 2016: <<http://cigarettesreporter.com/november-smoking-cessation-month/>>.

No-smoking sign. Clker.com. Web, 21 April 2016: <<http://www.clker.com/clipart-sign-no-smoking.html>>.

Stieg, Patrick. MNCancerAlliance.org. Web, 11 May 2016: <<http://mncanceralliance.org/portfolio-item/patrick-stieg>>.

Weigum, Jeanne. MNSmokeFreeHousing.org. Web, 11 May 2016: <<http://www.mnsmokefreehousing.org/fckfiles/ANSR%20Team%202014.pdf>>.