

**STEVEN J. MILLOY***The "Junkman" Exposed**February 2006*

In 1993, the tobacco industry organized a public relations campaign to attack studies on secondhand smoke and prevent states, cities, and businesses from adopting smokefree policies; it named this program "sound science." In the short run, the objective of the "sound science" campaign was to stimulate criticism of the 1993 US Environmental Protection Agency (EPA) report, which identified secondhand smoke as a cancer causing substance.<sup>1</sup>

(<http://www.tobaccoscam.ucsf.edu/pdf/9.6-Ong&Glantz-JunkScience.pdf>)

In February 1993, Philip Morris (PM) and its public relations firm, APCO Associates, worked to launch a "sound science" coalition, budgeting between \$300,000 to \$600,000 in seed money for the first 24 weeks.<sup>2</sup> Three months later, APCO created The Advancement for Sound Science Coalition (TASSC) to help PM fight smokefree policies. TASSC was designed to minimize "sound science's" connections to the tobacco industry.<sup>3</sup> Over the past decade, the tobacco industry has created and commissioned numerous subsidiaries to spout its "sound science" message. Steven Milloy has adopted the role of a tobacco industry "sound science" defender.

Milloy has made it his life's work to deny scientific studies conducted and published by the world's most reputable and credible scientific agencies—such as the Environmental Protection Agency and the World Health Organization—and legitimate peer reviewed periodicals—such as *Science*, *Nature*, the *Lancet*, and the *Journal of the American Medical Association*—and label their objective evidence as "junk science." As you will see, Milloy has a lucrative and lengthy relationship with the tobacco industry that has resulted in his incarnation as Big Tobacco's poster boy for "junk science."

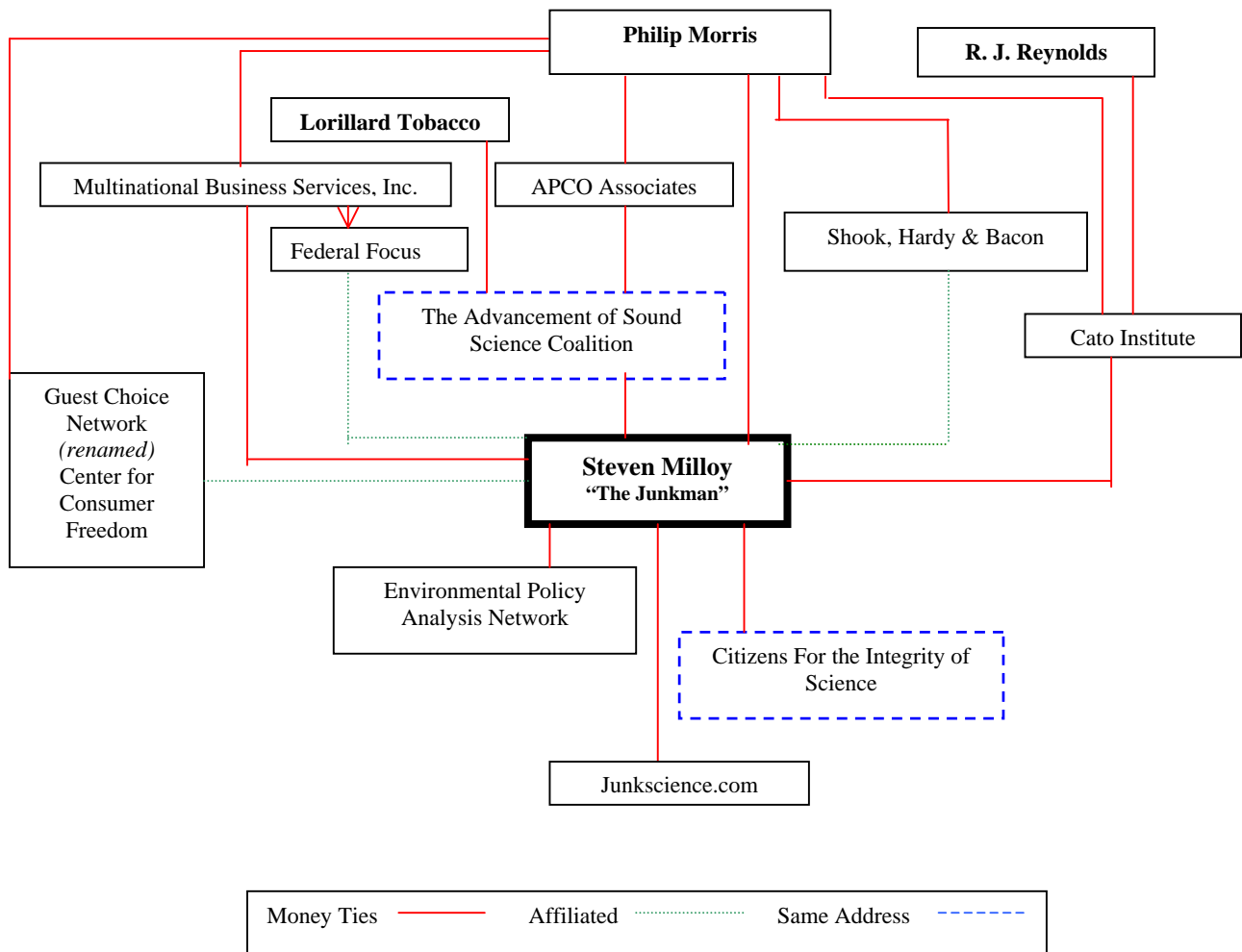
- In 1992, at the beginning of his career, Milloy worked as a lobbyist for Multinational Business Services (MBS), a group hired by PM as its primary contact on secondhand smoke issues in the early 1990's. Milloy worked under James Tozzi,<sup>4</sup> who was under contract with PM for \$40,000 a month in 1993<sup>5</sup> and up to \$610,000 in 1994.<sup>6</sup> In 1993 and 1994, Tozzi was to work with PM "to develop materials designed to intensify the debate on the need for scientific standards on meta-analysis and epidemiology," with the purpose of "supporting legislative mandates on epidemiological standards" and "increasing debate on ETS [environmental tobacco smoke] risk assessment within the EPA."<sup>7</sup> Tozzi also formed a group called Federal Focus, Inc., which was charged with monitoring and addressing government health policy in 1994. PM provided Tozzi with \$500,000 for start-up costs in 1993.<sup>8</sup> Federal Focus, Inc. and MBS shared the same address at 11 Dupont Circle, NW, Washington DC, 20036.<sup>9</sup>
- In 1993, Milloy dismissed the U.S. EPA's study linking secondhand smoke to cancer as a "joke". In 1996, he and Shook, Hardy & Bacon, a PM-hired law firm, co-authored *Policy*

*Analysis: Cancer Risk Guidelines: Guidance to Nowhere* to refute the EPA report.<sup>10</sup> The law firm's name does not appear on the document's final draft.<sup>11</sup>

- Milloy was registered as a lobbyist for the EOP Group, a Washington, DC firm created in 1995 that represents the American Crop Protection Association, the Chlorine Chemistry Council, Edison Electric Institute, Fort Howard Corp., Monsanto, and the International Food Additives Council, among others, and works closely with APCO Associates.<sup>12</sup>
- In 1996, Milloy created the one-man front group the Environmental Policy Analysis Network (EPAN). On paper, EPAN is a Washington-based think tank that argues that many environmental risks cannot be proven.<sup>13</sup>
- In 1997 and 1998, Milloy acted as the executive director of The Advancement of Sound Science Coalition (TASSC) and remained its chief until TASSC was retired in late 1998. TASSC was charged to “link the tobacco issue with other more ‘politically correct’ products.”<sup>14</sup> In its pilot year, PM budgeted \$880,000 in funding for TASSC.<sup>15</sup> Both Philip Morris and Lorillard Tobacco were members of TASSC.<sup>16</sup>
- Milloy also runs an organization called the Citizens For the Integrity of Science (CFIS). CFIS is the alleged sponsor of the Junk Science website. The Internet site, [www.cfis.org](http://www.cfis.org) is registered to Milloy's home address with Milloy as the administrative contact.<sup>17</sup> However, the site is currently not operational.
- In April 1996, Milloy proclaimed himself a public health expert and began turning out a stream of anti-environmental, anti-public health commentary through his “Junk Science” website ([www.junkscience.com](http://www.junkscience.com)). The site claims to fight “bad science used by lawsuit-happy trial lawyers, the ‘food police,’ environmental Chicken Littles, power-drunk regulators, and unethical-to-dishonest scientists to fuel specious lawsuits, wacky social and political agendas, and the quest for personal fame and fortune.”<sup>18</sup> Although Milloy's Junk Science Home Page does not disclose its specific funding source, the website, CFIS [in 1999],<sup>19</sup> and the defunct TASSC<sup>20</sup> share the same address at 1155 Connecticut Avenue, NW, Suite 300 in Washington, DC.
- As part of its “Common Sense Science” Project, R.J. Reynolds reviewed and revised Milloy's Junk Science website in 1996, and offered feedback and recommendations for its future content and material.<sup>21</sup>
- In August 1997, the *New York Times* reported that Milloy was one of the paid speakers at a Miami briefing for foreign reporters sponsored by the British-American Tobacco Company.<sup>22</sup> The company flew in reporters from countries that included Brazil, Argentina, Chile, and Peru and paid for their accommodations and lodging. The seminar consisted of presentations that addressed the “infinitesimal, if not hypothetical risks” related to inhaling a “whiff” of secondhand smoke.<sup>23</sup>
- In 1998, Milloy sat on the Guest Choice Network's Advisory Panel to discuss “Junk Science, Risk Hype and the ‘Anti’ Crowd.”<sup>24</sup> The Guest Choice Network (renamed the

Center for Consumer Freedom in January 2002<sup>25</sup>) was launched in 1995; its initial funding of \$600,000 came entirely from PM.<sup>26</sup> The Guest Choice Network’s stated objective was to “unite the restaurant and hospitality industries in a campaign to defend their consumers and marketing programs against attacks from anti-smoking, anti-drinking, anti-meat, etc. activists.”<sup>27</sup> Over the course of four years, PM contributed at least \$2.3 million to sustain the Guest Choice Network.<sup>28</sup>

- In 1999, Milloy became an “adjunct scholar” with the Cato Institute, a libertarian think-tank based in Washington, DC that received at least \$100,000 from PM and \$50,000 from R.J. Reynolds in 1995.<sup>29</sup> Cato’s board of directors includes Rupert Murdoch, who also sits on PM’s board.<sup>30</sup> The Cato Institute has published three books by Milloy—*Science Without Sense*; *Silencing Science*; and *Junk Science Judo: Self Defense Against Health Scares and Scams*.
- Phillip Morris budgeted \$92,500 of its “Issue Watch” Project budget for Milloy to act as a consultant to the company in 2000 and 2001. As an “Issues Watch” consultant, Milloy was to “provide [Phillip Morris] corporate affair professionals with perspective on changes in the societal trends, public attitudes, and issues development” pertaining to scientific studies concerning tobacco.<sup>31</sup>



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