



WNBC-TV4

NBC Television Stations Division  
National Broadcasting Company, Inc.

Thirty Rockefeller Plaza  
New York, N.Y. 10020 212-664-4444

January 28, 1980

Mr. Albie Jarvis c/o  
Representative Joe Moakley  
Cannon Building, Room 221  
Washington, D.C. 20515

Dear Mr. Jarvis:

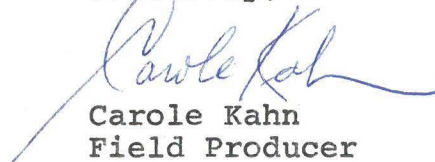
Enclosed is the transcript you requested of the film I did for BUYLINE on cigarettes and furniture flammability, in which we interviewed Congressman Moakley.

As I mentioned on the phone, WNBC-TV also ran an editorial on the program, although I do not have a copy of that to send.

If you or the Congressman are ever in New York, and would like to see a videotape cassette of the program, please call, and I will try to arrange a viewing.

Again, thank you for your interest, and please keep us informed of any developments on the Congressman's bill.

Sincerely,



Carole Kahn  
Field Producer  
BUYLINE

BUYLINE # 31

FURNITURE AND CIGARETTES

TAPE: 12/28/79

AIR: 1/5/80

FIRE ENGINES

SOF UP: FIRE ENGINES

FIRE SCENES

BETTY: V.O.

Every year, thousands of people die in fires like this. When the debris is cleared away, the cause is often found to be a single cigarette, accidentally dropped on a mattress or sofa and left to smolder.

CHYRON SUPER!

Edward Fitzgerald  
Deputy Chief  
N.Y.C. Fire Dept.

SYNC. CHIEF ED FITZGERALD

They are the number one cause of fire deaths in this country. We have to do something. There's 10,000 people a year die in fires in the United States. If 30% of them are related to cigarette smoking, that's just too many people to lose.

FURNITURE/CIGARETTE  
TEST SEQUENCE

BETTY: V.O.

Most experts believe cigarette-caused fires could be virtually eliminated. They don't agree on how. The Consumer Product Safety Commission is conducting tests to see if furniture can be made fire-resistant. Congressman Joe Moakley of Massachusetts, wants cigarettes made safer.

CHYRON SUPER:

Rep. Joe Moakley  
(D-Massachusetts)

SYNC: REP. JOE MOAKLEY

Most fires that start from a carelessly disposed cigarette start from 10 to 15 minutes after it's been left discarded. My bill would make it mandatory that a cigarette would self-extinguish after five minutes. That means after five minutes of the last puff on that cigarette. So if the cigarette were to go out after five minutes, 90% of the fires that we are now dealing with just would not have happened.

BETTY: V.O.

The tobacco industry is not convinced.

TOBACCO INSTITUTE SIGN

CHYRON SUPER:

Anne Browder  
Tobacco Institute

SYNC: ANNE BROWDER

There is no such thing as a self-extinguishing cigarette.

FURNITURE & CIGARETTES

SYNC. REP. JOE MOAKLEY

There are some 28 patents right now at the Patent Office that have been filed in the last 25 to 30 years that would make a cigarette self-extinguish after 5 minutes.

SYNC. ANNE BROWDER

It would not be a marketable item as far as the public is concerned.

SYNC. CHARLES COHEN

The cigarette is definitely commercially feasible.

BETTY: V.O.

CIGARETTE TEST SEQUENCE

Charles Cohen of Atlantic City, New Jersey, holds a patent on a self-extinguishing cigarette. In this demonstration, the treated cigarette did go out in less than five minutes. An untreated cigarette of the same brand kept burning for 19 1/2 minutes, and in fact, burned through several layers of the test cloth.

SYNC. ANNE BROWDER

I think the taste of the cigarette more than anything else would be the primary

CHYRON SUPER:

Anne Browder  
Tobacco Institute

FURNITURE & CIGARETTES

CHYRON SUPER:

Charles Cohn  
Inventor

CIGARETTE BURNING DEMO/

COHN TEST CIGARETTES IN  
ASHTRAY AND ON TABLE

CHYRON SUPER:

Rep. Joe Moakley  
(D-Massachusetts)

SYNC (CONT.): ANNE BROEDER

objection to the American public. It has been attempted before and it has absolutely no appeal.

SYNC. CHARLES COHEN

The puff is exactly the same as a normal puff on an untreated cigarette. The taste is the same, the smoke volume is the same. There's no distinguishable difference.

BETTY: V.O.

Yet there is evidence, according to the tobacco industry, that if you reduce the burnability of cigarettes, you may also increase the harmful tar and nicotine. And indeed, Mr. Cohen had tp produce a shorter cigarette to keep tar content down.

SYNC: REP. JOE MOAKLEY

My bill actually takes that into consideration, so that my bill won't allow any other tars and nicotines over the amount that's in it. We will increase it by 5% at the maximum.

FURNITURE & CIGARETTES

SHERMAN CIGARETTES

BETTY: V.O.

Some cigarettes, advertised as "all natural", already self-extinguish in five minutes.

SYNC: REP. JOE MOAKLEY

The reason some of the cigarettes burn so quickly is because of the chemical additives that have been added to the cigarette. And because the paper's so thin and so porous that it really burns much faster than it would ordinarily.

SYNC: ANNE BROWDER

None of those components are of an amount that would be of significance if it were removed. We should look into the issue of whether people are falling asleep with a cigarette in their hand or passing out as the result of having used some drug or alcoholic beverage along with lighting or smoking a cigarette.

BETTY: V.O.

FIRE SCENES

Fire officials agree drinking is a factor, but not the only factor. Deputy Chief Fitzgerald cites five recent fires in his own division where cigarettes were determined to be the cause.

SYNC: ED FITZGERALD

They cover every spectrum of the population. One of them happened in a hotel. One in

FURNITURE & CIGARETTES

FIRE SCENES

SYNC: ED FITZGERALD CONT.

a hospital. One in a luxury brownstone apartment. Two in high-rise residential buildings. They're every age: 25 year old man in the brownstone; 77 year old man in a hospital, smoking in his chair and he dropped his cigarette and he set his pajamas on fire; 45 year old man in a luxury apartment; an 80 year old woman in a high-rise residential building.

BETTY: V.O.

FURNITURE SMOLDER TEST

Even the Consumer Product Safety Commission, which is pushing for greater controls on furniture flammability, seems to favor regulating cigarettes.

SYNC: GEORGE ANIKIS

CHYRON SUPER:

George Anikis  
Consumer Product Safety  
Commission

There are only 35% of the American people that smoke. But if you're living in an apartment house and you happen to be one of the non-smokers, your life could just as well be at risk.

BETTY: V.O.

PAN CIGARETTE DISPLAY

In the face of a powerful tobacco lobby, regulating furniture may be all consumers can hope for.

SYNC: GEORGE ANIKIS

Why doesn't the CPSC regulate cigarettes. I think that question is more appropriately

FURNITURE & CIGARETTES

SYNC:(CONT.) GEORGE ANIKIS

asked to the Congress. Congress gave us the responsibility for the Flammable Fabrics Act and the Congress, specifically, when the Consumer Products Safety Act was mandated into law, excluded the Commission from regulating cigarette and tobacco products.

BETTY: V.O.

The furniture industry has no such exclusion. And they say proposed mandatory standards would not only raise the price of a sofa by about \$75, but would also eliminate many fabrics from the market.

FURNITURE SHOWROOM  
SCENES

CHYRON SUPER:

Jerrold Wexler, Past Pres.  
Natl. Assn. Furniture Mfrs.

SYNC: JERROLD WEXLER

We are very concerned that the proposed mandatory standards by the Consumer Product Safety Commission might seriously damage the availability of certain very desirable fabrics in the marketplace today.

SYNC: GEORGE ANIKIS

Currently, most fabric, if it's made up of a thermoplastic in combination with the natural cotton seems to work and pass our standards. The problem as we see it is with the D fabric, which is primarily your heavyweight cotton, silk brocades damasks and velvets, which make up 25 to 35%

PAN DISPLAY CHART  
OF FABRICS



FURNITURE & CIGARETTES

SYNC: GEORGE ANIKIS CONT.

of the **market**. It's anticipated that should our standard be effective, perhaps 10% of those more expensive fabrics may find their way out of the marketplace.

BETTY: V.O.

FURNITURE SHOWROOM  
SCENES

Responding to consumer and industry objections, the Commission has agreed to hold off on mandatory standards for one year and let manufacturers try out a plan of their own.

SYNC: JERROLD WEXLER

CHYRON SUPER:

Jerrold Wexler, Past Pres.  
Natl. Assn. Furniture Mfrs.

Upholstered furniture will be changed in the in which it's made, the interior constructions, so that it will be safer. It will never be totally fire-resistant. Those fabrics that are used in immediate position with polyurethane will have to be identified in a specific way to alert consumers to the greater danger of cigarette induced ignitions. But all fabrics will be available.

CUSTOMERS IN SHOWROOM

BETTY: V.O.

SHOWROOM SCENES CONT.

Most of the larger manufacturers have pledged support for the **voluntary** program, and many are <sup>ALREADY</sup> producing fire-resistant furniture.

SYNC: JERROLD WEXLER

Consumers should look for <sup>a</sup> voluntary industry label called UFAC, which stands for

FURNITURE & CIGARETTES

UFAC LABEL

SYNC: (CONT.) JERROLD WEXLER

Upholstered Furniture Action Council.  
It's a gold label and that informs the consumer that that piece of furniture has been made in accordance with that voluntary set of standards and it also warns her of the danger of carelessly dropped cigarettes.

BETTY: V.O.

SMOLDERING CIGARETTE  
ON CHAIR

The question is, will any furniture standard be as effective as a self-extinguishing cigarette?

SYNC: ED FITZGERALD

I know that if we do something with the cigarettes, we'll stop the fires. I'm not positive that if we flameproof every fabric that we could retrofit everybody's home or it would really work. The cigarettes I know will work.

SYNC: ANNE BROWDER

If cigarettes are being blamed unfairly as the trigger point, as the cause of many fatal fires, then that certainly would not be the answer.

SYNC: REP. JOE MOAKLEY

That's like Detroit saying why don't they  
make  
get some chemical and people's lungs stronger  
when we're putting in the depollutant devices.

SYNC (CONT): REP. JOE MOAKLEY

I think the cigarette company owes it to the people to take care of the product that they put on the market -- that they unleash upon the market. And when you walk through the Shriners Burns Hospital and see children five and six years old with 50 and 60 degree burns on their body, children who never saw a cigarette in their life, or never smoked a cigarette in their life, why should they be in the hospital as a result of somebody who does smoke carelessly discarding a cigarette.

END FILM.

Page 9

return to Betty

Next, a controversy  
between the flamma-  
bility of cigarettes  
and furniture ... in  
a moment.

CHYRON BUMPER <sup>film</sup> (.11)

(06) Cong. Moakley flim sync.  
"We're not trying to  
stop people from  
smoking; we're just try-  
ing to stop people from  
buring up other people  
that don't smoke.  
film continues - fire footage

CHYRON SUPER (over fire film)

CIGARETTES AND FURNITURE...

A Smokdering Issue...

next.

COMMERCIAL 11 (2:02)

page.10

Betty seated at H/B  
1st frame of film in R/P  
(fire engine light)

An average cigarette  
on the market can smold-  
er up to 24 minutes  
after the last puff.  
If it smolders on an  
upholstered piece  
of furniture, that  
furniture can ignite  
within 15 minutes.

Which would you  
regulate....the  
cigarette...or the  
furniture?

Dissolve to Film

INTO FILM (8:02)

Film OUTCUE

"As a result of  
somebody who does  
smoke carelessly  
discarding a  
cigarette."

page 11

Betty at H/B, BUYLINE SIG.  
SLIDE in R/P

Congressman Moakley's  
Bill has the support of  
fire chiefs around the  
country. Yet chances  
for passage look slim  
at this point, unless  
there is major public  
support. h//

When we return,  
you'll meet a man whose  
job it is to sue state  
agencies on behalf of  
the ordinary citizen.

CHYRON BUMPER, MUSIC THEME STING,  
CHYRON SUPER over pix Van Ness  
with sword (graphic):

"Righting Wrongs

(reveal) N.J. Public Advocate

... next)

Commercial 111  
(2:02)