

To: BHRC Oversight Committee (E-mail) <benzconsort-oc@listserve.api.org>; BHRC Technical Committee (E-mail) <benzconsort-tc@listserve.api.org>; BHRC Communications Committee (E-mail) <benzconsort-cc@listserve.api.org>
From: Matt Todd <ToddM@api.org>
Cc:
Bcc:
Received Date: 2003-12-19 15:06:05 GMT
Subject: BHRC: SHS Launch Event Press Coverage

BHRC Committee Members:

Please read the forwarded emails from Lynn Russo and Dr. Irons concerning the press coverage of the SHS launch. Thanks and Happy Holidays!

Matt

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

From: lynn.b.russo@exxonmobil.com [mailto:lynn.b.russo@exxonmobil.com]
Sent: Friday, December 19, 2003 9:37 AM
To: Matt Todd
Subject: RE: press coverage

Matt: I received this email from Rich about the press coverage of the project, answering some of my questions about that. Would you see that it is sent to the full group, including communications. If there is interest, we can discuss it on the Oversight call when we hear feedback on the launch event. Thanks.

Lynn

----- Forwarded by Lynn B Russo/Fairfax/ExxonMobil on 12/19/03 09:24 AM

Richard.Irons@UCHSC.e
du To: lynn.b.russo@exxonmobil.com
cc:
Subject: RE: press coverage
12/18/03 07:50 PM

Lynn,

My first thoughts:

First of all, arithmetic: \$3M has been invested in the laboratory infrastructure and equipment. This is the only number Fu cares about. He sees it as his tangible contribution to Fudan, so he will use this number a lot. \$10M is my estimate of the total amount of project funds that are spent in China, for China- not UCHSC, not Cincinnati, not by the Consortium or API, not on Western salaries...etc. This is my best guess as to our contribution to their GNP- it is probably low, but is really meant for a Chinese audience.

You cannot control the press, here, any better than in the States. We have

the extra added disadvantage that they are a new business and cut corners a lot. For example, the first broadcast by a TV station did a piece on us and used old footage of some brokendown lab someplace else. I had a fit- so they corrected it in their "taped" version. What I can guarantee is that in any group of articles or newscasts, I will hear or read something I don't like or that is inaccurate. I have had a running battle with Fu Hua as to when and where to acknowledge the consortium members. He wants to present the project in china (this is primarily a language issue) with he and I (our Universities) as the sponsors- like, somehow our universities are the source of all this support- I cannot control his interviews with the press, but I have managed to control the official releases and will continue to do so. I believe there is a time and place to recognize everybody, and other times one should not pass up an opportunity to be quiet. The audiences, here are really different!

When dealing with China, I have learned to understand the concept first attributed to Marshall McCuen, "the medium is the message." Our protocols are what they are and we are doing them as planned. The take home message to the community we are in is first and foremost that we are supporting diagnosis and improving health care delivery in Shanghai. The vast majority care far more about that than benzene health effects, and we have gained far more credibility in town in four months because of that than because we are "also" studying benzene. Our acceptance in this town, right now, is dependent on the rank and file physicians that refer cases to us every day. The benzene workers, sponsors and outside Westerners are the only interest groups that show any interest in benzene. Because we have sensitive issues with respect to factory access in high benzene exposure situations, I am personally happy with our profile for the present. If and when we have some momentous findings with respect to benzene we will pound that drum. Pat and Don got a pretty good view of the clinical situation, here. If we are successful, our biggest contributions toward credibility from the West with respect to the 6-8 papers we may publish on benzene will probably be the 15-30 papers we publish on the diagnosis, pathogenesis and biology of leukemia and lymphoma. It is a package deal with the same theme running throughout the design, conduct, public recognition...and the bill! My first priority is being regarded as a fully recognized reference laboratory by East and West alike- what we then say about benzene will carry more weight than the usual "he said, she said" stuff.

Best regards and a happy holiday,

Richard