

RJ Reynolds – Topic List	
ADVERTISEMENTS	Primarily published advertisements for R.J. Reynolds' marketed cigarette products.
AMMONIA USE	Documents that discuss or relate to the alleged effect of ammonia on nicotine delivery, nicotine transfer rate, or bioavailability of nicotine.
ARTICLES OF INCORPORATION/BY-LAWS	R.J. Reynolds Tobacco Company articles of incorporation and by-laws, and amendments to by-laws.
BILLBOARD PLACEMENT LOCATION	Documents that discuss or relate to allegations regarding whether or not billboards were placed near primary schools, middle schools, high schools, or playgrounds.
BIOLOGICAL ACTIVITY OF CIGARETTES	Documents that discuss or relate to biological activity, including toxicological or mutagenicity testing, related to cigarettes or the components or constituents of cigarettes or cigarette smoke. This topic also includes documents concerning the comparison of the biological activity of different brands or styles of cigarettes.
BIOLOGICAL RESEARCH DIVISION	Documents that discuss or relate to the R.J. Reynolds Biological Research Division that was formed in 1965 and operated through March 29, 1970, and includes documents concerning research performed by the Biological Research Division.
BOARD OF DIRECTORS MEETINGS	Documents generated by, prepared for, reviewed by, or received by the R.J. Reynolds Tobacco Company Board of Directors, including minutes of the meetings of the Board of Directors and the Executive Committee of R.J. Reynolds Tobacco Company.
CIAR (CENTER FOR INDOOR AIR RESEARCH)	Documents that discuss or relate to the establishment of CIAR or research performed on behalf of CIAR.
COMPANY WEBSITES	Documents that discuss or relate to R.J. Reynolds' publicly available corporate website at <a href="http://www.rjrt.com">www.rjrt.com</a> or other R.J. Reynolds publicly available websites.
CONSUMER VIEWS REGARDING "TAR" AND NICOTINE LEVELS	Documents that discuss or relate to consumers' perceptions concerning the levels of "tar" and nicotine in cigarettes.
CTR SPECIAL PROJECTS	Documents that discuss or relate to projects funded through the Council for Tobacco Research as "Special Projects."
CTR/TIRC	Documents that discuss or relate to the Council for Tobacco Research or the Tobacco Industry Research Committee.
DIRECT MARKETING	Documents that discuss or relate to the marketing of cigarettes through mailings or other communications made directly to adult smokers over 21.
DOCUMENT RETENTION	Documents that discuss or relate to the retention of R.J. Reynolds' documents, including retention policies or schedules.
ECLIPSE	Documents that discuss or relate to the research, development, and/or marketing of Eclipse cigarettes.

EDITORIAL ADVERTISEMENTS	Documents that discuss or relate to R.J. Reynolds' public issue advertisements, including copies of the advertisements and documents concerning the placement of public issue advertisements, such as: "Is The Government Going Too Far."
EFFECTS OF ADVERTISING	Documents that discuss or relate to the effects, or alleged effects, of cigarette advertising upon the public, including whether cigarette advertising has an impact on the initiation, continuation, cessation or amount of smoking or switching among brands.
EFFORTS TO DISCOURAGE UNDERAGE SMOKING	Documents that discuss or relate to R.J. Reynolds or tobacco industry efforts to prevent or discourage persons under the age of 18 from smoking.
ELECTRONIC MEDIA AND MOTION PICTURES	Documents that discuss or relate to the use of television or radio prior to 1971 to carry cigarette advertising; documents discussing or related to television or radio coverage of events sponsored by R.J. Reynolds; or documents discussing or related to allegations concerning placing cigarette products in or refusing to provide products for placement in motion pictures.
ENVIRONMENTAL TOBACCO SMOKE (ETS) CONDUCTED AT R.J. REYNOLDS RESEARCH	Documents that discuss or relate to R.J. Reynolds' in-house research concerning the measurement of ETS, exposure to ETS, or alleged health consequences of ETS.
ENVIRONMENTAL TOBACCO SMOKE (ETS) SPONSORED RESEARCH	Documents that discuss or relate to research concerning the measurement of ETS, exposure to ETS, or alleged health consequences of ETS performed by persons or entities other than R.J. Reynolds which research was supported or funded by R.J. Reynolds or organizations such as Center for Indoor Air Research (CIAR) which received funding from R.J. Reynolds.
EVENT SPONSORSHIP	Documents that discuss or relate to sporting events or other special events sponsored by R.J. Reynolds, including allegations regarding whether signs or advertising materials at such events were seen or not seen on television.
FTC - SPECIAL REPORTS	Documents that discuss or relate to annual reports submitted by R.J. Reynolds to the FTC that reflect, among other things: expenditures for marketing and promotion of cigarettes, the number of cigarettes sold, and the "tar" and nicotine yields in cigarettes.
HEALTH CARE COSTS	Documents that discuss or relate to alleged health care costs for smokers, including documents that discuss the alleged costs of health care for non-smokers versus the costs of health care for smokers.
HEALTH INSURANCE RATES	Documents that discuss or relate to health insurance rates for smokers, including documents that discuss the health insurance rates for non-smokers versus the health insurance rates for smokers.
INDUSTRY COMMITTEES	Documents that discuss or relate to various tobacco industry related committees including the Industry Research Committee, Industry Technical Committee, Scientific Advisory Board, Scientific Advisory Committee, Ad Hoc Committee, Research Liaison Committee,

	Committee of Counsel, Communications Committee and Cigarette Advertising Code.
INDUSTRY/COMPANY GUIDELINES CONCERNING MARKETING TO PERSONS UNDER SPECIFIED AGES	Documents that discuss or relate to any R.J. Reynolds or tobacco industry guidelines concerning advertising, promoting, or marketing to persons under specified ages or marketing research involving persons under specified ages.
INSURANCE POLICIES	Insurance policies and related documents that have been produced for review to assess potential coverage for liability arising from claims regarding the health effects or marketing of cigarettes, and documents relating to considerations of self-insuring for such claims.
JOE CAMEL DOCUMENTS	Documents that discuss or relate to the "Joe Camel" advertising campaign, including advertisements, marketing documents, and documents concerning studies or surveys on the effect of "Joe Camel" on minors.
LAWYER SPECIAL ACCOUNTS	Documents that discuss or relate to lawyer special accounts, including special accounts 4 and 5 and Shook, Hardy & Bacon special account.
MAGAZINE READERSHIP	Documents that discuss or relate to magazine readership in general, the age or characteristics of persons who read or subscribe to particular magazines, or the editorial content or "target" market of particular magazines.
MARKET SEGMENTS	Documents that discuss or relate to marketing, advertising or marketing research that relates to or has been alleged to relate to specific market segments, including: blue collar workers, ethnic groups, females and the military.
MARKETING POLICIES	Documents that discuss or relate to R.J. Reynolds policies concerning marketing of its products.
MARKETING RESEARCH	Documents that discuss or relate to marketing research. Documents that primarily concern marketing research but also reflect R.J. Reynolds' marketing strategy are categorized to this topic.
MARKETING STRATEGY	Documents that discuss or relate to R.J. Reynolds' marketing strategy or plans for marketing or advertising cigarettes. Documents that primarily concern R.J. Reynolds' marketing strategy or plans but also reflect marketing research are categorized to this topic.
MASTER SETTLEMENT AGREEMENT (MSA) COMPLIANCE AND IMPACT	Documents that (1) discuss or relate to compliance by R.J. Reynolds or other tobacco industry entities with the terms of the MSA or the terms of separate settlement agreements with the states of Florida, Minnesota, Mississippi, or Texas or (2) discuss or relate to (a) the economic effects of the MSA or any of the separate settlement agreements with the states of Florida, Minnesota, Mississippi, or Texas; or (b) any changes or contemplated changes by R.J. Reynolds or the tobacco industry in marketing or pricing as a result of those settlements.
NICOTINE AND ADDICTION	Documents that discuss or relate to the alleged addictive or habit forming nature of cigarette use; documents that reflect research

	concerning the effects of nicotine, nicotine pharmacology, smoking cessation, or any relationship between smoker satisfaction and nicotine and documents that discuss or relate to research on the nicotine content, levels, or delivery of cigarettes.
ORGANIZATION CHARTS	R.J. Reynolds organization charts.
PATENTS	Documents that discuss or relate to patents or patent applications of R.J. Reynolds.
PREMIER	Documents that discuss or relate to the research, development, test marketing, or withdrawal from test market of Premier.
PRESS RELEASES	Documents that discuss or relate to press releases issued by R.J. Reynolds, RJR Nabisco, or any trade associations (such as the Tobacco Institute) which possibly concern smoking and health.
PUBLIC STATEMENTS OTHER THAN PRESS RELEASES	Documents that discuss or relate to public or published statements by R.J. Reynolds which concern smoking and health, the addictiveness or lack of addictiveness of smoking, smoker compensation, or "tar" or nicotine delivery of cigarettes.
RESEARCH CONDUCTED AT R.J. REYNOLDS REGARDING THE HEALTH CONSEQUENCES OF SMOKING	Documents that discuss or relate to research conducted "in-house" by R.J. Reynolds concerning or related to health consequences of smoking. Research includes, but is not limited to: Ames testing and other mutagenicity testing; research on tobacco substitutes; animal research; research concerning identification of constituents of tobacco or tobacco smoke; research concerning extraction or reduction of constituents; and toxicological research.
"SAFER" CIGARETTE	Documents that discuss or relate to the attempted development of a "safer" cigarette, including, but not limited to, research on the use of "catalysts" in cigarettes, documents relating or referring to whether or not to market a "safer" cigarette and documents relating to statements to make or not make in the marketing of "safer" cigarettes. Includes documents that possibly relate to the research, development, or marketing of Eclipse or Premier cigarettes.
SMOKER ATTITUDES RE: SMOKING AND HEALTH HAZARDS AND ADDICTION	Documents that discuss or relate to smokers' perceptions, attitudes, reactions, or psychology in regards to claims concerning the health hazards or addictiveness of cigarettes.
SMOKER COMPENSATION	Documents that discuss or relate to smoking behaviors that are claimed to compensate for lower levels of nicotine in cigarettes.
SMOKING AND ASBESTOS	Documents that discuss or relate to the effect of smoking/exposure to tobacco smoke together with exposure to asbestos.
SMOKING AND BLADDER CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and bladder cancer. This topic is focused on a particular form of cancer instead of cancer in general.
SMOKING AND CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and cancer, including, but not limited to, lung cancer, oral cancer, cancer of the pharynx, cancer of the larynx,

	cancer of the trachea, cancer of the esophagus, and bladder cancer.
SMOKING AND CIRCULATORY DISEASES SUCH AS ARTERIOSCLEROSIS/STROKE	Documents that discuss or relate to the relationship or lack of relationship between cigarette smoking or passive smoking and circulatory diseases such as stroke, arteriosclerosis, or Buerger's Disease. This topic focuses on circulatory diseases other than heart disease. Documents related to heart disease, as opposed to other circulatory diseases, are categorized to the "Smoking and Heart Disease" topic.
SMOKING AND EMPHYSEMA/COPD	Documents that discuss or relate to the relationship or lack of relationship between smoking and emphysema or chronic obstructive pulmonary disease.
SMOKING AND ESOPHAGEAL CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and esophageal cancer. This topic focuses on a particular form of cancer instead of cancer in general.
SMOKING AND HEART DISEASE	Documents that discuss or relate to the relationship or lack of relationship between smoking and heart disease. This topic focuses on heart disease instead of other circulatory diseases. Documents related to other circulatory diseases, as opposed to heart disease, are categorized to the "Smoking and Circulatory Diseases such as Arteriosclerosis/Stroke" topic.
SMOKING AND LARYNGEAL CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and laryngeal cancer. This topic focuses on a particular form of cancer instead of cancer in general.
SMOKING AND LUNG CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and lung cancer.
SMOKING AND ORAL CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and oral cancer. This topic focuses on a particular form of cancer instead of cancer in general.
SMOKING AND PHARYNGEAL CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and pharyngeal cancer. This topic focuses on a particular form of cancer instead of cancer in general.
SMOKING AND TRACHEAL CANCER	Documents that discuss or relate to the relationship or lack of relationship between smoking and tracheal cancer. This topic focuses on a particular form of cancer instead of cancer in general.
SPONSORED RESEARCH ON SMOKING AND HEALTH	Documents that discuss or relate to research on smoking and health issues that was performed by persons or entities other than R.J. Reynolds and that was sponsored or funded by R.J. Reynolds or by organizations, such as the Council for Tobacco Research, which received funding from R.J. Reynolds. Documents concerning research conducted by R.J. Reynolds are categorized to the "Research Conducted In-House" at R.J. Reynolds Regarding the Health Consequences of Smoking" topic.
STATEMENTS RE: SMOKING AND ADDICTION	Documents that discuss or relate to R.J. Reynolds' or the tobacco industry's position regarding whether or not smoking and/or nicotine is

	addictive.
STATEMENTS RE: SMOKING AND DISEASE	Documents that discuss or relate to R.J. Reynolds' or the tobacco industry's position regarding whether or not smoking causes disease.
SWITCHING	Documents discussing or related to the number or percentage of smokers who switch cigarette brands.
TOBACCO INDUSTRY ORGANIZATIONS OTHER THAN CTR/TI	Documents that discuss or relate to R.J. Reynolds' involvement in tobacco related organizations other than the Council for Tobacco Research, Tobacco Industry Research Committee or the Tobacco Institute.
TOBACCO INSTITUTE	Documents that discuss or relate to the Tobacco Institute.
TOBACCO SMOKE CONSTITUENTS	Documents that discuss or relate to the constituents and compounds found in cigarette smoke, including, but not limited to, "tar," nicotine, carbon monoxide, nitrosamines, acetaldehyde, benzoapyrene, and phenols.
UNDERAGE SMOKING	Documents pertaining to allegations regarding marketing and advertising directed at persons under the age of 18 and allegations regarding research pertinent to smoking by persons under the age of 18. Includes documents that refer to persons under the age of 18 and in some manner also concern smoking incidence, marketing, advertising, or marketing research. This topic provides documents that might be deemed to be related to allegations concerning underage smoking without regard to whether the references to or discussions of persons under the age of 18 in particular documents were related to marketing, advertising, or marketing research.
WARNINGS	Documents that discuss or relate to the effectiveness of the warnings of packages of cigarettes or cigarette advertising, or concerning or relating to other issues involving health warnings, including, but not limited to, proposals for warnings.
YOUNG ADULT SMOKING	Documents that discuss or relate to marketing or advertising to persons 18 through 24 years old, or marketing research involving persons 18 through 24 years old.