

The following are excerpts of research into the history of the terms “Sound Science” and “Junk Science” may be read in its entirety at SourceWatch.Org:

[http://www.sourcewatch.org/index.php?title=The\\_Advancement\\_of\\_Sound\\_Science\\_Coalition](http://www.sourcewatch.org/index.php?title=The_Advancement_of_Sound_Science_Coalition)



## The Advancement of Sound Science Coalition

**The Advancement of Sound Science Coalition (TASSC) is a now defunct industry-funded PR front group run by the APCO Worldwide public relations firm which worked to hang the label of "junk science" on environmentalists. Created in 1993, TASSC began as a front for Philip Morris which was attempting to discredit ETS (Environmental Tobacco Smoke) research as a long-term cause of increased cancer and heart problem rates in the community -- especially among office workers and children living with smoking parents. It advanced industry-friendly positions on a wide range of topics, including global warming, smoking, phthalates, and pesticides. Later still, they extended the role of TASSC to Europe using Dr George Carlo.**

### Junk Science made the Junkman

Steven J. Milloy, the junkyard attack dog of deception corporations began his career with TASSC. He is a columnist for Fox News and a paid advocate for Phillip Morris, ExxonMobil and other corporations. From the 1990s until the end of 2005, he was an adjunct scholar at the libertarian think tank the Cato Institute.

Milloy holds a B.A. in Natural Sciences from the Johns Hopkins University, a Master of Health Sciences in Biostatistics from the Johns Hopkins University School of Hygiene and Public Health, a Juris Doctorate from the University of Baltimore, and a Master of Laws from the **Georgetown University Law Center.**

**"Public health professionals need to be aware that the "sound science" movement is not an indigenous effort from within the profession to improve the quality of scientific discourse, but reflects sophisticated public relations campaigns controlled by industry executives and lawyers whose aim is to manipulate the standards of scientific proof to serve the corporate interests of their clients. "**

The Philip Morris effort also spawned the "junk science" home page, [junkscience.com](http://junkscience.com) writer/editor/publisher Steven Milloy worked for TASSC, ultimately as its executive director before the sham operation was allowed to fade out of existence:

"...by 1995, a TASSC Web site was being planned with PM to distribute scientific papers and polls to support PM's position. TASSC and its Web site are now defunct, but its executive director Steve Milloy, an adjunct scholar at the Cato Institute (a libertarian think tank in Washington, DC, that has received funds from the tobacco industry), now produces a "junk science" Web site. Milloy's Web site continues TASSC's original work in criticizing and "debunking" the science behind public health and environmental issues, including secondhand smoke."

### **The Whitecoat Project**

One of the forerunners of TASSC at Philip Morris was a 1988 "Proposal for the Whitecoat Project," named after the white laboratory coats that scientists sometimes wear. The project had four goals: "Resist and roll back smoking restrictions. Restore smoker confidence. Reverse scientific and popular misconception that ETS is harmful. Restore social acceptability of smoking."

To achieve these goals, the plan was to first "generate a body of scientific and technical knowledge" through research "undertaken by whitecoats, contract laboratories and commercial organizations"; then "disseminate and exploit such knowledge through specific communication programs." Covington & Burling, PM's law firm, would function as the executive arm of the Whitecoat Project, acting as a "legal buffer . . . the interface with the operating units (whitecoats, laboratories, etc.)."

The effort to create a scientific defense for secondhand smoke was only one component in the tobacco industry's multi-million-dollar PR campaign. . . . In one memo to Philip Morris CEO Michael A. Miles, vice president Craig L. Fuller noted that he was "working with many third party allies to develop position papers, op-eds and letters to the editor detailing how tobacco is already one of the most heavily regulated products in the marketplace, and derailing arguments against proposed bans on tobacco advertising."

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" homepage ([www.junkscience.com](http://www.junkscience.com)). The site claims to debunk bad science used by lawsuit-happy trial lawyers, the 'food police,' environmental Chicken Littles, powerdrunk regulators, and unethical-to-dishonest scientists to fuel specious lawsuits, wacky social and political agendas, and the quest for personal fame and fortune. Although Milloy's Junk Science Home Page does not disclose its specific funding source, the website,

### **Citizens for the Integrity of Science**

The internet site, CFIS.org (Citizens for the Integrity of Science), is registered to Steve Milloy's home address in posh Potomac, MD, with Steve Milloy listed as the administrative contact. So who is actually paying for junkscience.com? We don't know, and Milloy has repeatedly refused to disclose his patrons.

Milloy, an 'Adjunk' Scholar at Cato Institute encountered Rupert Murdoch during Murdoch's term as Cato Director -- thus leading to Milloy's Junk Science columns on Fox News website and newspapers. For many years, including Murdoch's term, a Philip Morris V.P. sat on Cato's board, which probably sufficiently explains Milloy's appearance on Cato's payroll.

**TASSC's funders include:**

- 3M
- Amoco
- Chevron
- Dow Chemical
- Exxon
- General Motors
- Lawrence Livermore National Laboratory
- Lorillard Tobacco
- Louisiana Chemical Association
- National Pest Control Association,
- Occidental Petroleum,
- Philip Morris
- Procter & Gamble,
- Santa Fe Pacific Gold
- W.R. Grace.