

## Portland, Maine



# Mike's Job

## Former Maine Newsman Plugs Tobacco's Case

By SAM ROVIT  
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WASHINGTON — Mike Craig, a native of Jefferson, Maine, smokes a pack to a pack and a half of Raleigh cigarettes a day and has done so for the past 22 years — since he was 17.

Rep. David F. Emery, R-Maine, is allergic to smoke and since he discovered this problem, he has espoused the philosophy of the anti-smoker: "Smoking should be banned in public places because of its potentially adverse effect upon non-smokers."

Emery is one of the few congressmen, is not the only one, to have banned smoking from his offices.

Craig was Emery's press secretary for two years and the two have been good friends since 1971.

"There was never any problem with the smoking," Craig said. "If someone in the office smoked, they simply went out into the hall for a cigarette. My new job is simply a case of an unusual ironical twist; it's not a case of retribution or something like that."

Craig is presently the director in charge of media relations at the Tobacco Institute in Washington, the powerful lobby arm of the vast tobacco industry.

"I learned of an opening at the Institute and it fit in with my career plans," the former news director for WGAN radio and television in Portland said. "It was a step up in salary and I saw it as a personal challenge. Emery and I are still good friends."

When questioned about smoking and whether he was concerned about his health, Craig recited the institute's response, to which he subscribes:

"The 1964 surgeon general's report listed a series of statistical relationships between smoking and health problems, but the leading scientists and doctors have yet to find a direct relationship," Craig said. "The cause-effect relationship has not yet been determined and no-one knows the exact cause of cancer. The health statistics raised an alarm over smoking, but I don't believe that you can use statistics to prove a casual relationship — more honest to goodness research is needed. In 1978 society, there are a lot of things that are harmful. We are all troubled by incidences of various diseases and I believe that they could be a result of heredity, environment, personality type, or any number of other factors."

Craig expressed anger at HEW Secretary Joseph Califano's campaign to ban smoking and emphasized that the decision should be one's own.

"We don't aim our advertising at the young. We don't encourage the young to smoke because they aren't at a point of physical or mental maturity to decide whether they want to smoke or not. An adult, on the other hand, should be able to make that decision for himself. He shouldn't have big brother breathing down his back telling him what he can and can't do."

According to Craig, the advertising of cigarettes is aimed at adults and has, as its purpose, the division, rather than the expansion of the market.

"We're concerned about getting Marlboro smokers to go to Kool, or Kool to Salem. We don't advertise with the goal to get people to start smoking," he said.

Craig said that he had quit smoking three years but he refused to cite health reasons, as the incentive. "I just wanted to see if I could do it, that's all," he said.

Craig noted that he didn't notice any physical improvement when he quit: "all that happened was that I gained 30 pounds that I still haven't lost."

Although the American Cancer Society reports that 50 million Americans smoke, that figure isn't reflected in the Maine offices on Capitol Hill.

Of the four Maine congressmen, none smoke, and only Sen. Edmund Muskie, D-Maine, chomps on an occasional stogie.

Craig

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