

CLAIMS?

MERIT?

PROBLEMS?

FUTURE?

***ARE THE
CLAIMS
TRUE?***

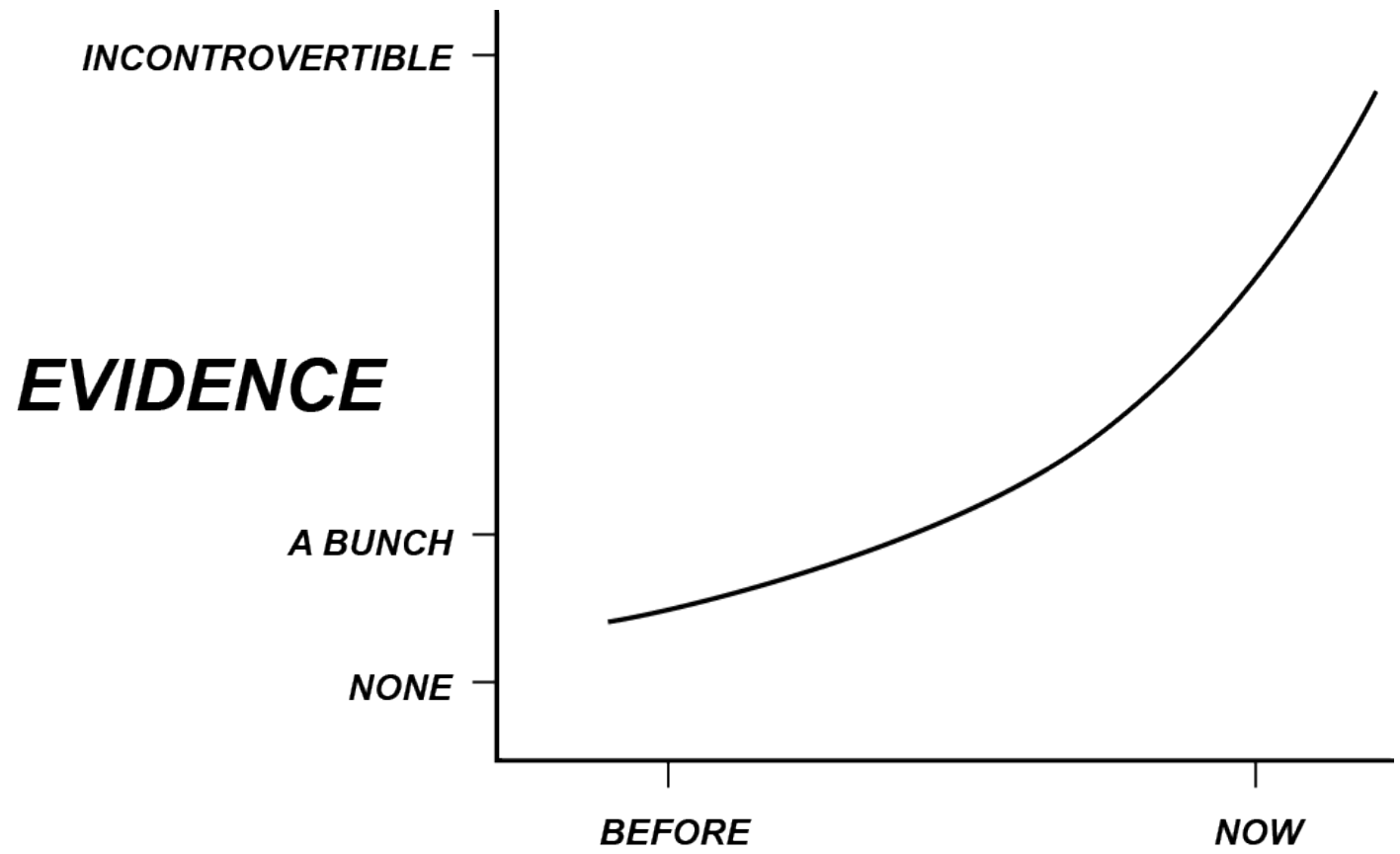
AS A SCIENTIFIC QUESTION

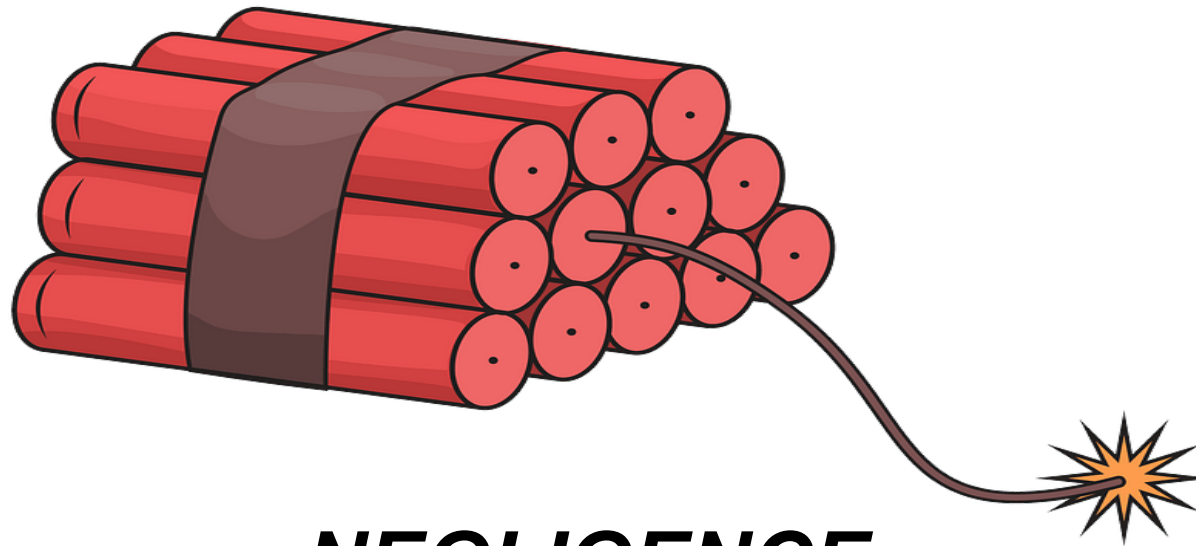


IN THE REAL WORLD

IT DOESN'T MATTER

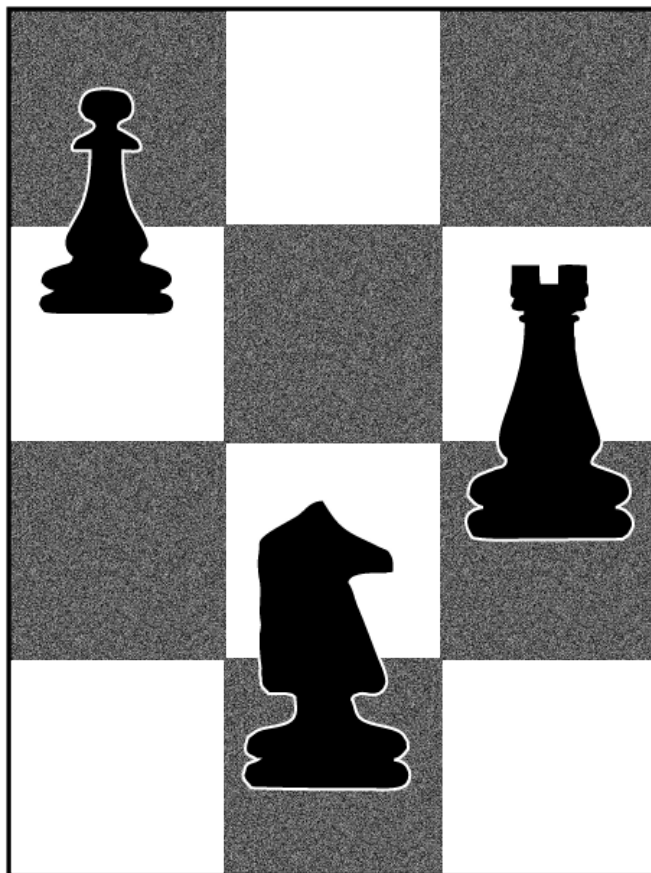
- ***honest people***
- ***think they're right***
- ***some evidence***
- ***persistent***





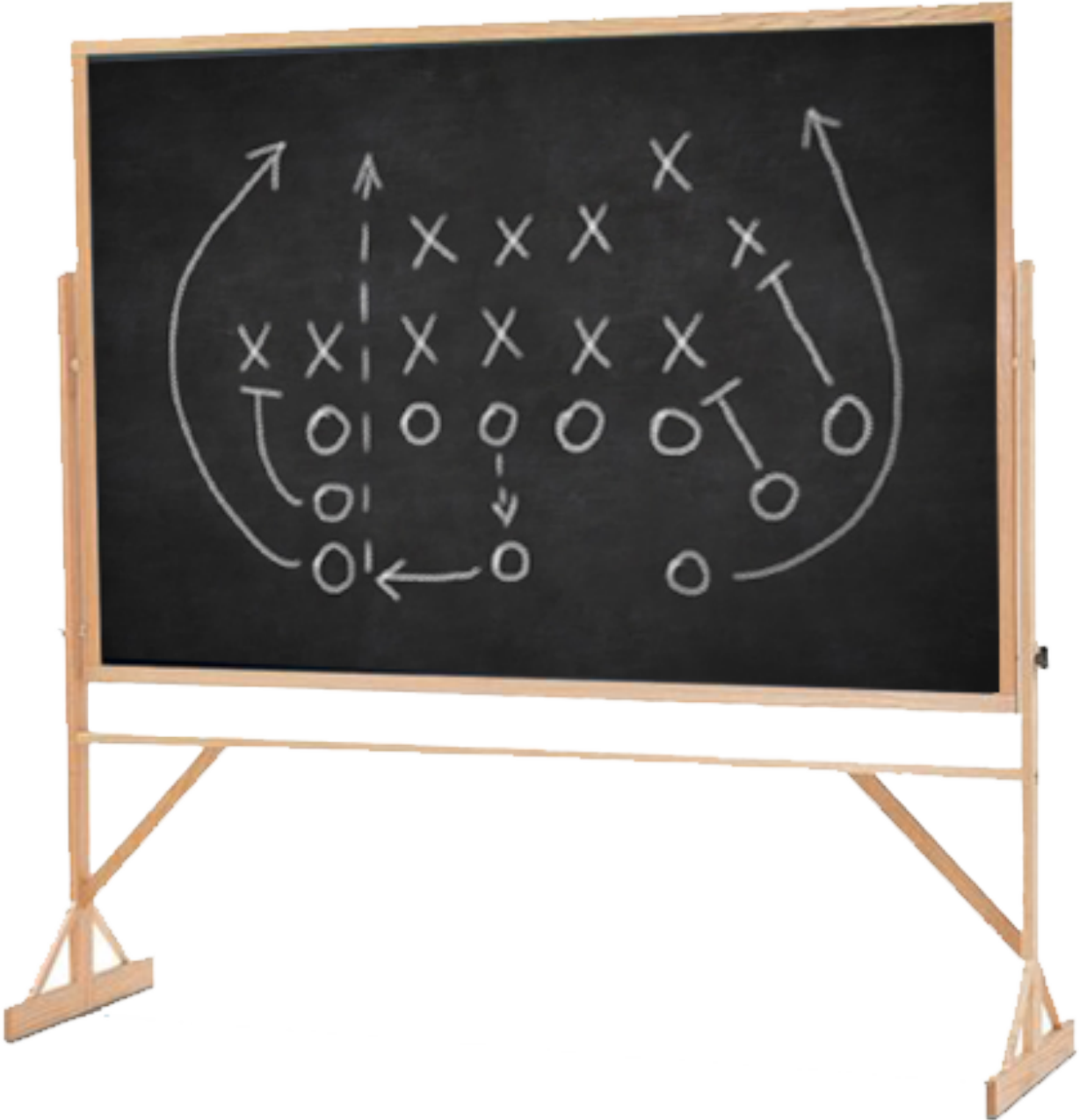
- ***NEGLIGENCE***
- ***NUISANCE***
- ***BATTERY***
- ***PRODUCT LIABILITY***

- ***STATUS OF PARTIES***
- ***IDENTIFIABLE***
- ***INVOLUNTARY***
- ***CANCER***



***THE
ROCHESTER
DEFENSE***

***Management
strategy:
Tackle those
goals!***



NATIONAL CLEARINGHOUSE

- ***Investigate claims***
- ***Formulate positions***
- ***Listen to critics***
- ***Eschew obfuscation***

***CONCEDE
TOO
MUCH***

***THE
INDUSTRY
POSITION***

***IGNORE
TOO
MUCH***



- ***DONE BADLY***
- ***CONFUSION***
- ***CREDIBILITY***

Etc.

Etc.

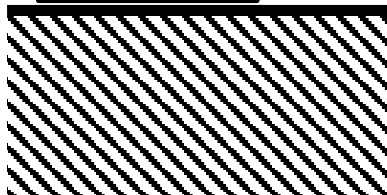
FCC

EPA

CPSC

DOE

DOD



SUMMARY

- ***CLAIMS***
- ***MERIT***
- ***PROBLEMS***
- ***FUTURE***