

“Lying to the American people
wasn't part of my job description.”

Ralph W. Moss, PhD

SECOND OPINION

LAETRILE AT SLOAN-KETTERING



**Opening in San Francisco / Bay Area
September 12**

Contact Karen Larsen at Larsen Associates:
karen@larsenassoc.com (415) 957-1205

www.secondopinionfilm.com

Run time: 75 minutes
2014, Not Rated, Format: DCP
Booking: Contact Kate at
booking@secondopinionfilm.com

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**“Ralph W. Moss has stayed the course in stating his case.
I am glad his voice is being heard.”**

Harold P. Freeman, MD

Past National President, American Cancer Society

Past Chairman, President’s Cancer Panel

Logline:

The story of a young science-writer at Memorial Sloan-Kettering Cancer Center, who risked everything by blowing the whistle on a massive cover-up involving a promising cancer therapy.

Synopsis:

The War On Cancer, launched in the early 1970s, set the stage for a massive influx of new ideas in fighting the disease of cancer. Memorial Sloan-Kettering Cancer Center, America's leading cancer research center at the time, was assigned the task of testing an unconventional therapy called “Laetrile” in an effort to curb the public’s “false hope” in the alleged “quack” therapy.

Ralph W. Moss PhD, a young and eager science writer, was hired by Sloan-Kettering’s public relations department in 1974 to help brief the American public on the center’s contribution to the War On Cancer. One of his first assignments was to write a biography about Dr. Kanematsu Sugiura, one of the Center’s oldest and leading research scientists as well as the original co-inventor of chemotherapy.

While meeting with this iconic scientist to pen a biography on his 60-year career at Sloan-Kettering, Moss discovered that Sugiura had been studying this “quack remedy” in laboratory mice, and with unexpectedly positive results. Shocked and bewildered, Moss reported back to his superiors what he had discovered, only to be met with backlash and denial from Sloan-Kettering’s leaders on what their own leading scientist had found.

Fueled by respect and admiration for Sugiura—Ralph W. Moss attempted to publicize the truth about Sugiura’s findings. And after all diplomatic approaches failed, Moss lived a double life, working as a loyal employee at Sloan-Kettering while also recruiting fellow employees to help anonymously leak this information to the American public—through a newly formed underground organization they called—“Second Opinion”.

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About Ralph W. Moss, PhD:

Ralph W. Moss, PhD was a founding advisor to the National Institutes of Health's Office of Alternative Medicine (now the National Center for Complementary and Alternative Medicine, NCCAM) and to the NIH Cancer Advisory Panel on Complementary and Alternative Medicine (CAP-CAM). He has been a member of the Advisory Editorial Board of the PDQ System of the National Cancer Institute (NCI). He is a board member of the Cancer Prevention Coalition and is or has been an advisor to Breast Cancer Action, the Susan G. Komen Breast Cancer Foundation, Life Extension Foundation, RAND Corporation and the Medline-listed journal, *Alternative Therapies in Health and Medicine*. He has served as an ad hoc reviewer for scientific organizations, including the Czech Academy of Sciences, *Current Oncology*, *Tumor Biology*, the *Journal of Research in Medical Science*, and the *International Journal of Cancer*.

As a medical writer, Moss has written 15 books on questions relating to cancer research and treatment. Moss is a graduate of New York University (BA, cum laude, Phi Beta Kappa, 1965) and Stanford University (MA, 1973, PhD, 1974, Classics). The former science writer and assistant director of public affairs at Memorial Sloan-Kettering Cancer Center in New York (1974-1977), for the past 35 years Moss has independently evaluated the claims of conventional and non-conventional cancer treatments.

Moss is noted for his critical acumen on cancer-related topics and has been listed in *Marquis Who's Who in America*, *Who's Who in the World*, *Who's Who in HealthCare*, etc.

His articles and scientific communications have appeared in *The Lancet*, the *Journal of the National Cancer Institute*, the *Journal of the American Medical Association*, *New Scientist*, *Immunobiology*, *Anticancer Research*, *Genetic Engineering News*, *Research in Complementary Medicine*, the *Journal of Alternative and Complementary Medicine*, and *Integrative Cancer Therapies (SAGE)*, of which he is Corresponding Editor. His op-ed "Patents Over Patients" appeared in the *New York Times*.

Moss has been an invited lecturer at Memorial Sloan-Kettering Cancer Center, Howard University Medical School, the University of Arizona Medical Center, the Department of Energy, American Cancer Society, Penn State Hershey Medical Center and many other universities, medical schools and societies in the US and abroad. In 2005 he led the History of Science Seminar at the National Library of Medicine (NLM) in Bethesda, MD. He has also received lifetime achievement awards from the American College for the Advancement of Medicine, Cancer Control Society, National Foundation for Alternative Medicine, Wellness Forum, and Center for Advancement in Cancer Education.

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Eric Merola, Director & Producer - Bio

Eric Merola is an internationally award-winning documentary film director.

Before starting his career in documentary films, Eric began as a motions graphics designer and animator after founding “Merola Productions” and was commissioned by various clients including Fuel TV, WE Network, The Speed Channel, and Rolling Stone’s Matt Taibbi. He was also employed as an animation director for FlickerLab in New York City, where he worked on projects for Comedy Central and A&E.

In 2007, while directing an animated sequence for Michael Moore’s feature documentary, “Capitalism: A Love Story”, Eric began production on his first documentary, BURZYNSKI, which garnered widespread distribution and won numerous international awards including “Best Documentary of 2011” on The Documentary Channel, two “Audience Awards” at the HumanDoc Film Festival in Warsaw and the “Humanitarian Vision Award” at the Newport Beach Film Festival. This film also received favorable reviews from various press including The Los Angeles Times and Variety, and granted Mr. Merola a guest appearance on The Dr. Oz Show.

Eric has since released a sequel to BURZYNSKI in 2013, which garnered even larger world-wide distribution, and took home the top Audience Award for Best Documentary at the Sedona Film Festival on March 2, 2014. While working on this sequel, he was also shooting and directing his third documentary, SECOND OPINION: LAETRILE AT SLOAN-KETTERING.

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Historical beginnings of Laetrile's in the San Francisco Bay Area:

The Krebs family was long associated with San Francisco and the Bay Area. Ernst T. Krebs, Sr. was a graduate of the San Francisco College of Physicians and Surgeons (now the University of the Pacific Arthur A. Dugoni School of Dentistry.)

In 1919, he bought a Queen Anne manor at 1348 South Van Ness Avenue in the Mission District, while his medical office was a ten minutes walk away at 642 Capp Street. He continued there for the next 40 years. Ernst, Sr. died on January 25, 1970, at age 93, and was the oldest practicing physician in the state of California.

Laetrile was "invented" or at least "thought up" in a basement laboratory at the South Van Ness property. This was the invention of Ernst T. Krebs, Sr., MD, his son, Ernst T. Krebs, Jr. and a professor-friend of theirs at the University of California, Prof. Charles Gurchot of San Francisco.

Ernst Jr. (for many years the driving force behind laetrile's promotion) grew up in San Francisco and attended St. John's Lutheran School and was a graduate of Lowell High School (still rated the #2 public high school in the country). He attended what is now the College of San Mateo and later did graduate work at UC Berkeley (whose biochemistry laboratory was located in San Francisco.)

In addition, Ernst Sr.'s other son, Byron, was an osteopathic medical doctor who joined him in his laetrile project. In 1974 he died in a laboratory fire in San Francisco.

Much of the drama of laetrile played out on the California stage. Some of the most famous laetrile-using practitioners were Californians — Maurice Cowan, MD, of Los Angeles, John Richardson, MD of Albany, CA, Stewart M. Jones, MD, PhD, of Palo Alto; and James Privitera of Covina, CA.

The first official report condemning laetrile also came from the California Cancer Commission (an AMA body) in 1953.

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About the production:

SECOND OPINION was shot over the course of a year in various locations, including the historical Aldrich House in Providence, RI, New York City, and State College, PA.

This documentary is the film Eric Merola has always wanted to make. The hero of our story, Ralph W. Moss, PhD, wrote a book entitled “The Cancer Industry”, which covers many of the experiences he describes in SECOND OPINION. Merola read the book back in 2007, and was so taken by Moss' story, that it inspired him to direct his first documentary.

Learning from the process of shooting two documentaries himself, Merola decided to step up the production quality on SECOND OPINION by hiring some of the industry's top DPs and musical talent. And since all of his previous films had been self-funded, the financial success of the first two documentaries allowed Merola the ability to create his first top notch, well-funded film—SECOND OPINION.

The story of SECOND OPINION is one of a whistle-blower who followed his conscience instead of his paycheck to do what he believed was morally right. It could have been about any subject, but the fact that it pertains to an unmarketable cancer therapy that was testing positively within the confines of America's largest cancer research institution at the time, and then was forced to be suppressed for profit reasons by the highest levels of government, makes for a very timely and relevant story in a time of ever-increasing corruption and secrecy by both industry and government.

Main website: www.secondopinionfilm.com

Facebook.com/SecondOpinionMovie

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The release of “Second Opinion: Laetrile At Sloan-Kettering” is being done in conjunction with the release of a new book by Ralph W. Moss, PhD titled “Doctored Results”.

Ralph Moss is the author of the infamous book “The Cancer Industry”.

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Primary credits:

Written, directed and produced by Eric Merola

Director of Photography: Doug Jenson, William Turnley, and Erik Forssell

Camera Operators: Doug Jenson, Richard Bogosian, William Turnley, Alex Corn, Rich Buonagurio, Jed Hernandez, and Damian Apunte.

Lighting/Grip: Doug Jenson, Richard Bogosian, William Turnley, and Guillermo Luna

Sound: Robert Poss, Michel Tyabji

Edited by Eric Merola and Jon Barratt

Music by Peter Venne

Cartoons by Tom Meyer

Motion graphics and design by Eric Merola

On screen appearances:

Ralph W. Moss, PhD - the story's hero, successful book author, and former tenure advisor of the National Institute's of Health Office of Alternative Medicine.

Alex Pruchnicki, MD - The only non-anonymous member of "Second Opinion".

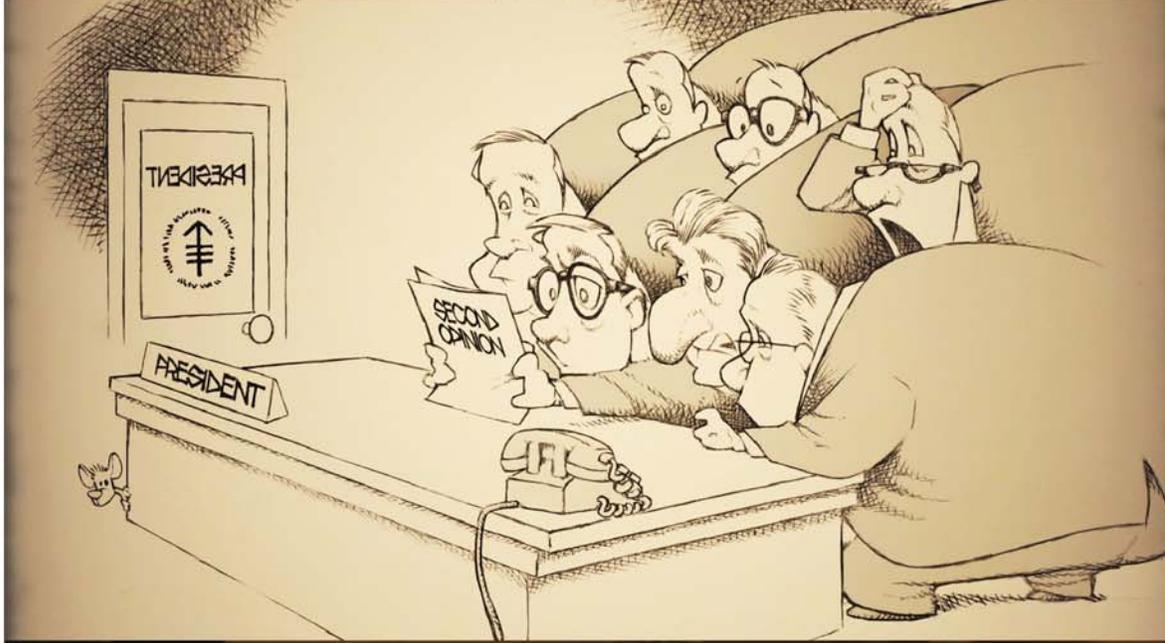
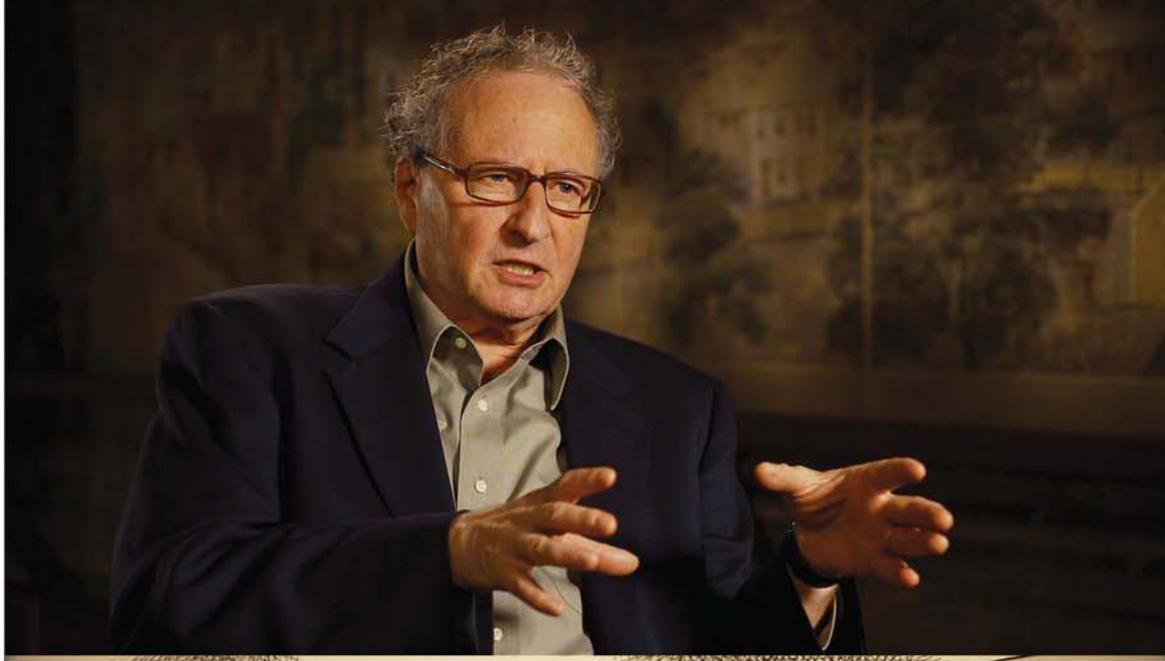
Martha Moss - Ralph's wife

Ben Moss - Ralph's son

Melissa Beattie-Moss - Ralph's daughter

Archival footage from NBC and CBS featuring Dr. Kanematsu Sugiura, Robert Good MD, Lewis Thomas MD, Chester Stock MD, and Lloyd Old MD.

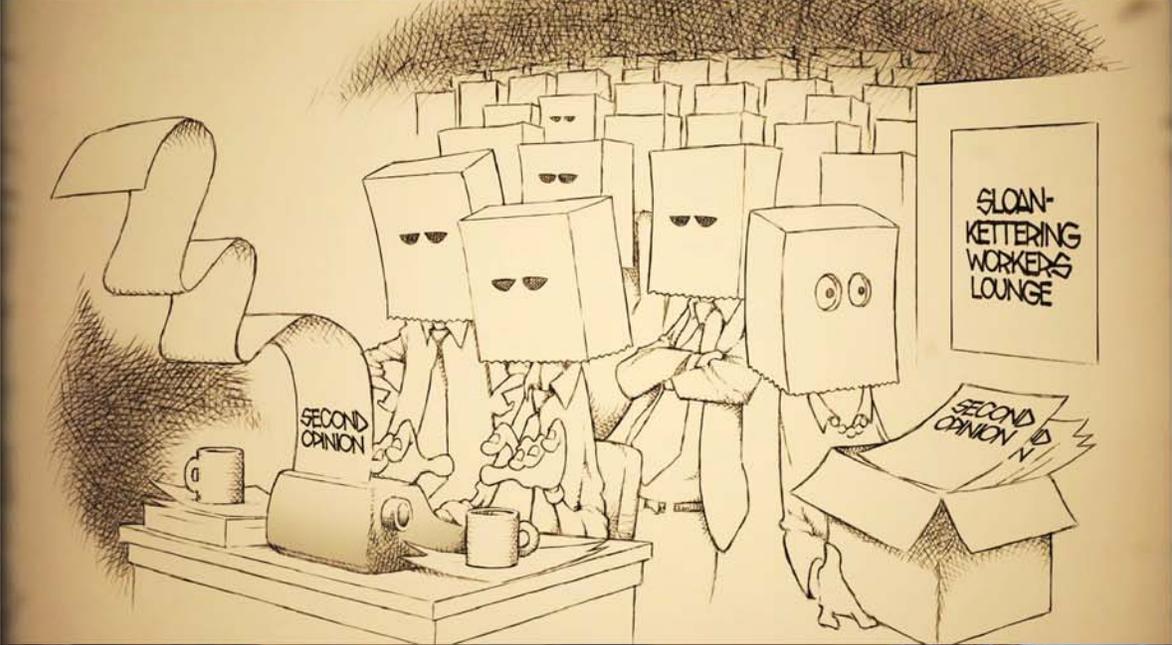
Ralph W. Moss, PhD



Alec Pruchnicki, MD



Ben Moss



Martha Moss

