

March 28, 1989

MEMORANDUM

To: Dennis Dyer

From: Susan Stuntz *sm8*

Re: PR Counsel for Mass. Clean Indoor Air Legislation

A couple of things need clarification before we proceed any further with PR counsel. Most have been discussed with you earlier:

1. Neither TI nor the LMC can provide PR support to the Mass. AFL-CIO. That's providing a service to a union. Your options would appear to be either a) the Mass. AFL-CIO hires Kate McGrath directly and pays for her services, or b) she is retained by an organization like NEMI.
2. Ms. McGrath's proposal does not address who is going to be responsible for the drafting of the materials and who she will be pitching to talk shows, etc. As we discussed last week, it is my recommendation that the drafting of materials be coordinated out of O&M, and that the already-trained IAQ spokespeople be the ones who are out front on the issue.
3. If drafting of materials is done out of D.C., that should reduce substantially the time Ms. McGrath estimates for research and writing. Regardless, we pay for services rendered; we will not cut a check for services proposed.

I'll be glad to answer any additional questions you might have.

cc: Brennan Dawson
Marty Gleason
John Lyons
Walter Woodson

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