

March 11, 1994

FAX MEMORANDUM

TO: Mark Serrano, Ray Marsh
FROM: Jim Murtha, Greenlee Associates
RE: Region III update.

As per your fax of March 10th, here's rundown of the requested information:

SANTORUM (PA 18TH):

TARGET MEETINGS:

To date, we have had two face-to-face meetings with Cong. Rick Santorum. Both meetings were with members of our firm. The first occurred just after our national organization meeting in Washington last month and the second occurred yesterday. At each meeting the message has been consistent. Santorum said he fundamentally opposes new taxes, of any nature, to fund anything. He's a virulent opponent of new taxes and has been carrying that message across Pennsylvania in his campaign for U.S. Senate. During the March 9th rally in Washington, Santorum met with a group of tobacco growers from Lancaster County in his office. He told them that he is against any new funding mechanism for health care reform which, obviously, includes excise taxes.

While Santorum's position seems relatively clear on the point of new taxes, we are mindful of the political pressures generated in a high profile campaign such as that for U.S. Senate. As you know Santorum, once past the primary, will be running against the health care reform "poster boy," Harris Wofford. If by some chance conferees in Washington are able to fashion an acceptable compromise health care reform bill that includes some hike in the FET, Santorum may be forced to go along.

DISTRICT MEETINGS:

Because of his Senate campaign, Santorum is all over Pennsylvania. Currently we have a number of people who are willing to attend his fund-raisers and use the opportunity to remind him of his anti-tax position. As of today, Santorum's schedule is being substantially altered for the coming weeks. We are going to receive a copy of changed schedule tonight. Once we have the schedule we will set up private meetings between Santorum and our designated attendees at the fund raisers.

GRASSTOPS:

District meetings are just not practical with a guy who's spends little, or no time in his district offices. Fund raisers are, and will continue to be, the prime tool in establishing and maintaining a "grasstop" contact with Santorum. It is our plan to keep funneling our anti-FET people to his fund-raisers all over Pennsylvania until the matter is resolved in Ways and Means.

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COYNE (PA 14th):

TARGET MEETINGS:

No face-to-face meeting with Congressman Coyne has occurred to date. Since Coyne is running unopposed for his seat he has clear sailing all the way to November. Accordingly, his schedule reflects that of a man who sees no need for any public profile. As of yesterday, Coyne has no public exposure, of any kind, anywhere in his district for the foreseeable future.

As was detailed in an earlier memo, the motivating force behind Coyne is organized labor. We are, along with our FO, Bob Cohen, attempting to assemble a coalition of Allegheny County labor leaders who will deliver our anti-FET message to Coyne. But because of national labor's endorsement of the Clinton health care plan, local labor may not play ball. Fortunately, we have in the past worked with PA labor on issues of mutual interest and may be able to obtain some cooperation on this project. When there is a district meeting with Coyne on FET, and for it to be effective, labor must be involved. To that end, Jim Murtha had dinner with FO Bob Cohen had dinner with PM distributor and labor attorney, Bob Lipsitz. Mr. Lipsitz, because of his work with Allegheny County labor community, is a key figure in getting labor on board with our anti-FET project.

DISTRICT MEETINGS:

Right now we are attempting to set up a meeting during FET week with Coyne. At that meeting we will deliver a 5,000 signature anti-FET petition that was assembled by a PM district sales office. Our petition deliverer has not been selected but will be shortly.

GRASSTOPS:

A PM mail campaign has been requested for the 14th district. Additionally, late last week the Philip Morris district sales force has been provided with a packet of information that includes with sample draft letters. The sales team has been delivering the packets to hundreds of retail accounts all over Allegheny County. We are expecting that effort to bear fruit shortly.