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April 20, 1979

Mr. John D. Kelly  
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The Tobacco Institute  
1776 K Street, N.W.  
Washington, D.C. 20006

Re: California Follow-Up

Dear Jack:

The following is a short summary, basically a checklist, of my thoughts on how best to decide how to follow-up on the 1978 investment the tobacco industry made in California to create a better climate and foundation for future educational efforts.

These thoughts have not been shared, nor will they be, with anyone. I have given this problem no extensive thought or analysis, but these first impressions come to mind upon learning the industry has not decided what next, if anything, should be done in California. The following is set forth in an outline format as a checklist without a full description of each item. If you need any further clarification, please do not hesitate to ask.

I. CONDUCT INDEPENDENT INVENTORY OF 1978 INVESTMENT

- A. Advertising campaign -- determine whether there is any carryover from the media campaign that is useful, if not lost, to future advertising in California.
- B. Alliances -- determine the strength of the alliances made by the industry in 1978 with important segments like labor, independent businesses, restaurants, Blacks, elected officials, business, law enforcement, etc.
- C. Key contacts -- determine the value of maintaining close contact with some of the people met in 1978 like the CCS chairpersons, CCS spokespersons (Fred Furth, etc.), hosts of the business breakfasts and luncheons, etc.

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- D. Tobacco family -- provide the already educated tobacco family projects consistant with TAN (see Spirit Of 13, below).
- E. Public relations expertise: evaluate the expertise of the public relations specialists who are now very, or somewhat, educated on tobacco family problems --Woodward & McDowell, Winner-Wagner, Solem & Associates, Mike Myers, etc.
- F. Key staff personnel -- determine whether any of the key personnel can serve the industry on a parttime basis like Ric Todd, Dave Jenkins, Susie Tromell, Chuck Warn, Bud Porter, etc.

## II. CREATE A VISIBLE KEY CALIFORNIA CONTACT

- A. I believe it is essential that all California information relevant to the industry be centralized at a California point of contact before being funneled to TI.
- B. Possible existing staff to perform this function: TI Area Director, TAN director or CATCD Executive Director.
- C. Public relations person: Dick Woodward, Jack McDowell, etc.
- D. New contact person: company employee, retired company employee, Ric Todd, Jack Veneman, etc.

## III. IMMEDIATE SHORT-RANGE PROGRAM PENDING APPROVAL OF LONG-RANGE PLAN

- A. Participation in Spirit Of 13 (government limitation on spending) initiative campaign
  - 1. Already involved: California Chamber of Commerce, California Roundtable, Independent businessmen, Realtors, Tax reduction groups, etc.

2. Ideal issue for TAN participants.
- B. Responses to requests.
1. Labor union newspaper advertisements.
  2. 1978 supporters (USC Foundation, etc.).
  3. Other ballot measure committees and their supporters.
  4. Candidate campaigns (direct all such requests to TAC-PAC).
- C. Courtesy contacts with 1978 supporters
1. Letter for follow-up thank-you, or status report or some other useful purpose to key California contacts pending a decision that they made be contacted for more involvement later in year.

IV. CONSIDERATIONS RELEVANT TO LONG-RANGE STRATEGY

- A. Equal financial partner with other organizations with similar goals versus the financier of an entire statewide program.
- B. Balance between an advertising campaign versus grassroots activities.
- C. Determining the probability of a 1980 no-smoking measure

V. ORGANIZATIONS WITH WHOM BETTER TIES MUST BE ESTABLISHED OR RE-ESTABLISHED

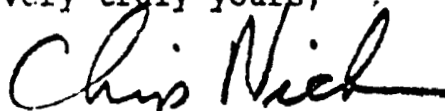
- A. California Roundtable
- B. Organized labor
- C. California Chamber of Commerce and other business organizations
- D. Grassroots organizations such as Realtors, Political Parties and Clubs, etc.

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- E. Trade associations like Manufacturers and Retailors
- F. California Medical Association/Heart Association/Lung Association
- G. Law enforcement organizations

In no way do I believe this is an exhaustive list. But as every week from last November elapses, the investments of 1978 slip farther away. As is obvious from the above, if no long-range strategy is near, I would strongly recommend that an interim strategy, which would require minimal funding, be adopted and implemented so as not to preclude possible elements of the long-range strategy or to require that a long-range plan begin with virtually no carryover from the '78 investment.

Very truly yours,

  
Vigo G. Nielsen, Jr.