

TO: Susan
Stuntz

MEMORANDUM

March 17, 1989

To: Samuel D. Chilcote, Jr.
From: Walter N. Woodson
Subject: NTC Projects

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The attached "ENOUGH IS ENOUGH!" piece will be mailed to 15,300 flue-cured tobacco farmers next week. Bruce Flye and Fred Bond's people found an effective and inexpensive vehicle for distribution, Agri-Direct. While I drafted the "how to write a letter/points to make" sections, I left the cover portion of the document largely as it was drafted originally by Bruce. It says what he wants to say.

Agri-Direct mails informational items to these farmers twice a year, and the "Enough" piece will be included in the March mailing. I am assured that tobacco farmers read this mailing faithfully, and, in the past, have responded well to such calls to action. We plan further Agri-Direct mailings to 25,000 burley farmers and another flue-cured mailing later this year.

As a matter of information, Bruce will address a group of about 250 flue-cured tobacco farmers next week in Myrtle Beach, SC. At that meeting he will distribute the "Enough" piece to his audience. I have drafted an outline for Bruce's speech and shared state/federal background material with him for his use at this Philip Morris-sponsored event.

On the NTC senatorial visit front, we've just about finalized the Georgia (May 1/2) and Virginia (April 10/14) visits and visitors and hope to have the South Carolina visit details in place next week.

I continue to be pleased with our progress on a number of NTC fronts. Please let me know if you require more information.

Attachment

cc: Ms. Stuntz and Messrs. Lewis, Malmgren

National Tobacco Council
For Immediate Release - March 1989

ENOUGH IS ENOUGH!

Your help is needed to maintain and strengthen tobacco's position against the ever-rising tide of increased tobacco taxes and damaging ordinances and legislation at all levels.

For example, federal, state, and municipal excise taxes on cigarettes for the fiscal year ending June 30, 1988, amounted to \$9,655,017,000 -- nearly \$10 billion, or almost \$40.00 per man, woman, and child. From 1982 to 1988, federal and state excise taxes have increased by 63 percent, or nearly three times faster than inflation.

In addition, the U.S. Congress has considered 145 anti-tobacco bills over the past two years. Fortunately, only two have passed. In the states, some 400 anti-tobacco bills were introduced to legislators in 1988 -- fewer than one in ten of the bills passed. However, countless local anti-smoking and anti-tobacco measures were presented to governing bodies and were adopted with little opposition. While it may seem that there is a good record of defeating anti-tobacco legislation, the increasing amount of this type legislation is "spreading our resources thin."

The National Tobacco Council, a coalition of tobacco leaders from all sectors of the tobacco economy, has launched an information campaign to encourage people in all phases of the tobacco industry to make known their views on further taxation and restriction of use of tobacco products. Referring to anti-tobacco and anti-smoking groups' efforts to further tax and ban tobacco use, Council Chairman and farmer Bruce Flye says, "Why don't more among us stand up and say **ENOUGH IS ENOUGH!**"

Chairman Flye points out that the impact of anti-tobacco legislation ultimately affects the tobacco farmers and their communities more than any other segment of the industry. "Your future is at risk. Your voice must be heard. Legislators do respond to letters from their constituents, on the local, state, and national level. It is urgent that our voices be heard over the groups of anti-tobacco forces at work in this country. If this challenge to tobacco is not met, then we must ask ourselves which one of our agricultural commodities will be attacked next?"

The National Tobacco Council requests that you write letters and make phone calls to lawmakers at all levels of our government to strongly voice opposition to the anti-tobacco movement, beginning with federal excise taxes. The points inside can help you craft a Congressional message.

In addition, plans are being made for a petition to be signed in your community. Look for the publicity, and make plans to participate by registering your opposition to the attacks on our industry. Thanks for your help!

