

THE TOBACCO INSTITUTE

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Senior Vice President
State Activities

January 31, 1985

Memo
Notetaker

MEMORANDUM

MEMOS
from
Mozingo

TO: Regional Vice Presidents

FROM: Roger L. Mozingo *Rog*

It is important that we take full advantage of materials developed by the Public Relations Division. The Workplace Kit is a prime example of material we should now be using widely.

By February 21, 1985, please submit a detailed "USE PLAN" for the kit in your region. At a minimum, your plan should contain a list of persons targeted to receive the kit, a distribution timetable and your intentions regarding followup to get reactions to it.

Your plan should also include sending a short cover note (example note attached) with the kit to those you deem important, including wholesale executive directors and presidents, chamber of commerce officials and other business association leaders, political contacts, contribution recipients and other allies.

Additionally, your plan should indicate which officials, large corporate employers and others will receive the kit as you lay the groundwork for restriction battles in key cities. Do your homework; target the kit effectively. And as outlined below, tailor the kit to your audience.

The basic Workplace Kit is a general document, but your usage should target specific individuals. This can be done by including additional material such as the Response Analysis summaries (attached). These summaries are targeted to various industries including: wholesalers, retailers, service organizations, manufacturers, unions and others. Therefore, include appropriate Response Analysis summaries if your plan calls for contact with members of such industry segments. Include other materials you deem appropriate to better target, personalize, the kits.

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One hundred basic workplace kits are being sent to you. It is important to submit your "USE PLAN" on schedule and keep us advised on this ongoing project.

If you have any questions about this project, please contact Walter Woodson. The kit is costly and not intended for bulk, "shotgun" distribution. If you get requests for bulk shipment, please discuss them with Susan Stuntz.

RLM:gdc

Attachments

cc: Bill Kloepfer
Susan Stuntz
State Activities Staff

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