

*Chon.*

# THE TOBACCO INSTITUTE

1875 I STREET, NORTHWEST  
WASHINGTON, DC 20006  
202 457-4800 • 800 424-9677

SUSAN M. STUNTZ  
Issues Manager  
202 457-9354

March 18, 1985

Michael Brozek  
Regional Vice President  
The Tobacco Institute  
22 North Carroll Street  
Suite 202  
Madison, Wisconsin 53703

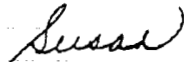
Dear Mike:

Events in Minnesota have somewhat overwhelmed us, I know, but you'll find enclosed a series of long-term public relations strategies to deal with the state's Plan for Nonsmoking and Health. Some of these strategies may be adaptable to the short term; we can discuss them once you've had an opportunity to review this document.

Generally, though, our thought in developing this plan was to put together a blueprint of our own for dealing with coordinated anti-smoking initiatives on the state level. We'd like to be able to plug this type of document into any state facing a coalition-type anti-smoking program.

I look forward to hearing your comments, and to discussing what we might do now to help you in Minnesota.

Cordially,



Susan M. Stuntz

/gg

enclosure

**CONFIDENTIAL:**  
**MINNESOTA TOBACCO LITIGATION**

**TIMN 0140508**