

ETS
(Environmental
Tobacco Issue)

May 24, 1984

MEMORANDUM

TO: JOHN BERARD
PETER SPARBER

FROM: WILLIAM KLOEPFER, JR.

Last month Sam Chilcote told me he believed the ETS issue, with all its political, social and economic ramifications, posed a greater threat than any other single tobacco issue. I told him that was inarguable. Sam asked for a comprehensive program to deal with it. Shortly, a member of our Executive Committee raised the same question: Where is The Institute's overall program?

The attached is my first cut, posed now for consultation with you. While I am prepared to defend my observations, I do not want you to regard them as thorough enough or necessarily practicable. What I do need, promptly, is your most thoughtful and critical appraisal and your most imaginative additional thinking and assessments.

You are both familiar with our ad hoc approaches on this issue to date. I am sure you will both agree that they are not meeting our requirements.

I'm sharing this first solo draft with Sam, subject to its needed improvements, only as an indication of progress. Our next step will be consultation with our Communications Committee.

cec

Attachment

cc: Samuel D. Chilcote, Jr. ✓