

**RESPONSE TO FDA PROPOSAL**

Activity	Due	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>INDUSTRY RESPONSE TO DOCKET</b>										
✓ Assemble team & make assignments	complete	x	---	---						
• Lead counsels and others meet	complete	x	x							
• Comments outlined	complete		x							
• Sections assigned	complete		x							
✓ Research identified & initiated	complete		x	---						
• Economic impact of proposal	complete		x							
• Update of international studies of ads	complete		x							
• Information from allies solicited	complete		x	---	---					
• Studies cited by FDA rebutted	complete		x	---	---	---				
✓ Research complete	complete		x	---	---	---				
✓ Circulate draft comments	complete					x	---			
✓ Finalize comments	complete					x	---			
✓ Comment production	complete					x	---			
✓ Submission	complete						x			
• 2,000 pages of comments	complete									
• 45,000 pages of appendices	complete									
<b>THIRD PARTY RESPONSE</b>										
<b>NATIONAL ORGANIZATIONS</b>										
	01/02/96									
✓ Assemble team	complete	x	---	---						
• Public affairs personnel meet to determine strategy and contracts	complete									
✓ Identify opportunities	complete		x	---	---	---	---			
• Lists of organizations compiled and coordinated	complete		x	x	---	---	---			
• Labor: 3 internationals; more than 50 state and local groups; labor support groups representing women and minorities	complete		x	---	---	---	---			
• Wholesale and retail: hundreds of organizations identified	complete		x	---	---	---	---			
• Advertising and 1st Amendment: FAC, representing six advertising associations; four major 1st Amendment groups; two advertising/public policy experts	complete		x	---	---	---	---			
• Veterans: Veterans Rights Coalition	complete			x	---	---	---			
• Other business: company suppliers; pharmaceutical, medical devices; beer; wine; meat; National Association of Manufacturers; Chamber of Commerce; minority advocacy and business groups; National Licensed Beverage	complete			x	---	---	---			
• Think tanks: one dozen identified	complete			x	---	---	---			
• Sports sponsorship interests: access; event driven opportunities	complete			x	---	---	---			
• Agriculture: Farm bureaus in six states; Flue-Cured Tobacco Stabilization Corp.; Burley Stabilization; Burley Tobacco Growers Association and more than 25 other agricultural groups	complete		x	---	---	---	---			
✓ Make assignments	complete		x							
• Each organization identified assigned to an individual on the team			x	x						

98816930

Activity	Due	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
✓ Provide assistance	complete		x	----->						
• Personal contact w/organizations to:										
- Determine interest/awareness	complete		x	----->						
- Offer assistance (i.e. drafting; hats for events; letter writing books...)	complete		x	----->						
✓ Briefings and speaking engagements to encourage activity	complete		x	----->						
• Personal contacts, formal and informal information sharing										
- Speaking engagements for industry reps @ more than 25 natl., state or other meetings	complete		x	----->						
- Letter writing kits/information distributed @ events and meetings	complete		x	----->						
✓ Status checks	complete	x	----->							
• Weekly conference calls with team	complete	x	----->							
✓ Provide information on Synar Amendment publication to 3rd party groups	ongoing						1/20	----->		
• Labor										
• Agriculture										
• Retail										
• Think tanks										
✓ Encourage allies and others to speak-out on the Synar Amendment vs. FDA approach	ongoing						1/20	----->		
<b>STATE AND LOCAL ORGANIZATIONS</b>										
✓ Assemble team	complete	x	----->							
• State activities representatives meet to determine strategy	complete	x	x							
• First targets: state & local legislators	complete	x	----->							
• Second wave: state & local business groups	complete		x	----->						
✓ Identify opportunities	complete			x	----->					
• Individual responsible for each state has meeting/conference call to receive impact on state opportunities										
✓ Make assignments	complete			x	----->					
• One individual responsible for each state	complete	x	x							
✓ Provide assistance	complete		x	----->						
• Letter and comment drafting	complete	x	----->							
✓ Speaking engagements & briefings	ongoing		x	----->						
• Formal and informal briefings - more than 100 conducted	ongoing		x	----->						
✓ Status checks	ongoing	x	----->							
<b>POLITICAL RESPONSE</b>										
✓ Prepare materials for legislative use	complete	8/15								
• Briefing book on FDA-related issues	complete	x								
• Talking points on industry positions	complete		x	x						
• Draft floor speeches and statements	ongoing	x	----->							
• Draft media statements	ongoing	x	----->							

98816931

Activity	Due	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
✓ Assemble team	complete	8/10								
• Federal relations team meets to discuss initial strategy	complete	x								
- Distribute information	ongoing									
- Provide briefings	ongoing									
- Letters from district	ongoing	x								
- Weekly meetings	ongoing	x								
✓ Identify opportunities	complete		9/15							
✓ Briefings & one-on-ones	ongoing	x								
• Formal briefing for House and Senate staff in Sept.	complete		x							
• Constant flow of more than 60 informal and one-on-ones	ongoing		x							
• State and district specific information provided to more than 20 members on state laws and regulations governing youth access	ongoing		x							
✓ Provide assistance	ongoing	x								
✓ Encourage members to voice views on FDA proposal	ongoing		x							
• 53 members request extension to comment period	complete			10/3						
• 32 Senators oppose regulation in comment to FDA docket	complete				x					
• 124 House members oppose regulation in comment to docket	complete				x					
• Other members have committed to sending individual letters to docket	complete						x			
• Three Members sent to FDA requesting information on expenditures and staffing to develop regulation	ongoing		x							
• McConnell letter to GAO	Jan 25									
• Follow-up on letters	ongoing		x							
✓ Monitor legislation	ongoing	x								
• Six bills introduced to limit or deny FDA proposal	ongoing	x								
✓ Counter-anti-activity	ongoing	x								
• The anti's "pledge," "AMA targeting of members, anti's polls and "studies," anti's generating mail	ongoing				x					
✓ Coordinate w/allies	ongoing	x								
✓ Agriculture: third party contacts										
• 128,000 petition signatures delivered to Members of Congress in SC, KY, GA, KY, AL	complete		x							
• Congressional delegates from NC, SC, GA, IN, OH, MO, WV, TN, KY, VA contacted one or more times by one or more ag groups	complete		x							
• In January, major industry presence at American Farm Bureau Federation annual meeting	complete						x			
✓ Labor Political Contacts										
• LMC contacting 50 Members of Congress	complete				x					
• LMC contacting 44 Members in home districts	ongoing					x				
✓ AFL-CIO Annual Meeting in Florida	Feb 14 - 22									
• LMC to educate labor leaders and key Democratic Members on importance of FDA to tobacco unions								x		
✓ Conduct in-district briefings	Dec/Jan						x			
• 80 key districts targeted	Dec/Jan						x			
• Assignments to state lobbyists to organize briefings	Dec/Jan						x			

98816932

Activity	Due	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
✓ Provide information on Synar Amendment to Members	ongoing						1/20			
• Coordinate response upon publication	ongoing						1/20			
• Brief tobacco-state Members and staff	ongoing						1/20			
• Assist with floor statements and press releases	ongoing						1/20			
• Ongoing briefings with Members and staff	ongoing						1/20			
✓ KY Governor holds press conference to endorse KY youth access law	Feb 2									
• TI and retailers invited by Governor to participate in event to discuss support and "We Card" program								x		
✓ National Governors' Association mid-winter meeting in Washington, D.C.	Feb 1-4									
• Opportunity for tobacco-state governors to meet with President Clinton on FDA matters								x		
• Ensure Governors have all available information	ongoing						1/20			
<b>MEDIA RESPONSE</b>										
✓ Prepare first round of materials	complete	8/10								
• One pagers on key issues	complete	x								
• Jurisdiction	complete	x								
- Ads and youth	complete	x								
- Constitutional implications	complete	x								
- Levels of youth smoking	complete	x								
✓ Respond to initial activity	complete	x	9/15							
• Respond to rumors and assertion of jurisdiction	complete	x								
- All major A.M. television talk shows	complete	x								
- Repeated appearances on major networks	complete	x								
- More than 25 major radio & television talk shows	complete	x								
- More than 100 major print interviews	complete	x								
- A dozen columns in USA Today and other editorials	complete	x								
✓ Refine materials	ongoing	x								
• Update and refine materials										
- Rebut anti's "studies"										
- Incorporating research information and new studies										
✓ Assemble industry-wide team	complete	x	9/15							
• Key media/public affairs personnel convene to:										
- Coordinate ongoing efforts	ongoing		x							
- Target markets/news reporters	ongoing		x							
- Provide unified strategy	ongoing		x							
✓ Incorporate allies and activities	ongoing		x							
• Key team reports on allied activities										
- Assistance/information provided	ongoing		x							

98816933

Activity	Due	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
✓ Agricultural media outreach includes:										
• Flue-Cured Stabilization Corp. has conducted over 200 interviews										
• Farm bureaus in six tobacco states have distributed op-eds to more than 300 media outlets										
• Interviews with more than a dozen other agricultural groups have been conducted by major and other media										
• Each farm bureau in the six tobacco states has prominently featured the FDA issue in their own publications -- reaching more than a million people										
• "Senter on the Hill" newsletter to 40,000 farmers, ranchers, etc.										
• Special TN Farm Bureau FDA mailing to 500,000										
• WIFE (Women Involved in Farm Economics) includes TI op-ed on FDA in Newsletter to 25,000	Feb							X		
✓ Labor media outreach includes:										
• Press releases were issued by BC&T, IAM and State Federal presidents in VA, GA, KY and NC. Sheet metal Workers union also issued a press release										
• BC&T News highlighted FDA w/call to action in last two issues										
✓ BC&T President Hurt issues press release praising Synar Regulations	1/18						X			
✓ Encourage 3rd party outreach efforts	ongoing		X							
✓ Coordinate ongoing efforts	ongoing	X								
• Regular meetings, conference calls	ongoing	X								
✓ Revise strategy to look ahead	complete				X	X				
• Draft post-comment strategy to:										
- Frame debate on regulation's implications	ongoing						X			
- Undertake new round of outreach to key media	ongoing						X			
✓ News Conference	1/2/96						X			
✓ Draft new materials	Jan 2				X		due			
• Highlighting industry submission; materials include summary info., new press release, key info. developed during comment period										
✓ Agree on Post-comment activities	complete				X		due			
• Conduct joint editorial board visits	02/96									
• Outreach to more than 100 columnists & key reporters	01/96 - 04/96						X			
• Radio talk show pitches to top 100 talk shows	01/96 - 04/96						X			
✓ Encourage additional allied activities	01/96 - 04/96						X			
• Work w/allies to encourage:										
- Briefings on comments to FDA	ongoing						X			
- Additional round of editorial boards, columnists and key reporter briefings in target markets							X			
✓ Coordinate w/allies & w/in industry	ongoing						X			
✓ Provide aggressive industry reaction to final publication of regulations implementing Synar Amendment	1/18									
• Press release							X			
• Video news release							X			
• Satellite media tour							X			
• One-on-one interviews							X			

98816934