

MEMORANDUM

April 15, 1992

TO: GEORGE MINSHEW  
FROM: BOB PRUETT  
SUBJECT: LOS ANGELES, CALIFORNIA

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Pursuant to your, Kurt's and my conversation I am submitting this memo. In order to establish a long term relationship in Los Angeles there are certain grassroots and lobby efforts that need to be organized. Due to the council's fluid behavior and the prospects for our opponents strong will to end public smoking, it is imperative we understand victories can be very fleeting.

The first step has been achieved with Ken Spiker and RJR agreeing on a long term relationship.

I have conducted discussions with David Laufer and Jim O'Malley on the following suggestions and they are in agreement of their need to continue. They will be working towards their companies approval of the aspects we have asked them to fund.

I am proposing that Philip Morris establish a working relationship with the Hispanic Restaurant Association and that they be a major dues payer of their organization. I would like for TI to do the same with the Black Restaurant Association of Los Angeles. In addition I feel we need to retain the services of David Cunningham for the balance of 1992. I would ask that we continue to fund this through TI.

I have asked Jim to request RJR to fund RSVP for \$2,000 - 3,000 per month for the remainder of the year. This would allow us the ability to have Rudy available for interviews and debates as they come up. Rudy has given indication this is not an adequate level of funding, but given all circumstances this seems fair to me. RJR would fund CALSTOP for this expenditure.

Should you need any additional information on this proposal please call.

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PROJECTED 1992 FUNDING

TI	Black Restaurant Association dues	\$50,000.00
	David Cunningham	32,000.00
PM	Hispanic Restaurant Association	50,000.00
RJR	RSVP (through CALSTOP)	24 - 36,000.00

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