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December 6, 1987

MEMORANDUM

To: Richard Marcus

From: Susan Stuntz *st*

With one or two minor quibbles, the attached document on Truth Squad tours looks fine as an internal O&M memo outlining how you'll proceed in the future on the ETS media tours. But there's quite a bit here I wouldn't share with TI.

For example, it's a given that you'll get names of cities from Brennan. Who's designated to do that and how is up to you. However, if you've determined that part of the problem is that calls aren't initiated early enough in the process -- and that's because you're not getting enough warning on the schedule -- let us know what you consider to be the ideal time frame.

In addition to requests for information on local legislation, you also should ask us for any special information we might have on media in that city.

Central focus of the pitch is definitely indoor air quality -- if anyone is pitching ETS, that has to stop immediately. The pitch must place ETS, if it is mentioned at all, into the proper context.

I agree on the need to revise the press kit. Assume there are no materials available from Weeks or Peterson (I'm not aware of any). Visuals would be a definite plus, but I don't want anything that would conflict with the Gray Robertson press materials -- for example, nothing on the ACVA experience. And the Washington Post piece is not appropriate for inclusion since TI doesn't agree with all that is said there.

I'll be glad to discuss any or all of these ideas at your convenience.

Attachment

TI DN 0012807