

February 17, 1988

MEMORANDUM

TO: John Kochevar, Chairman, State Activities Policy  
Committee  
Guy Smith IV, Chairman, Communications Committee  
Gene Ainsworth and Tom Ogburn, RJR  
James Cherry and Sara Ridgway, Lorillard  
Daniel Conforti and , American  
Carol Jova, L&M  
Dennis Dyer, William Kloepfer, Robert Lewis, Roger  
Mozingo, Tommy Payne and Peter Sparber, The Tobacco  
Institute  
Stanley Temko, Covington & Burling

FROM: Samuel D. Chilcote, Jr.

RE: "Operation Downunder" Development

This is a personal invitation to you to participate in a meeting at The Institute at 10 a.m. Wednesday, March 2, to assist in developing a consensus recommendation to the Executive Committee regarding the pending "Operation Downunder" proposal.

The agenda is attached. Please notify me immediately if the date poses any unavoidable conflict.

The Executive Committee, at its Feb. 11 meeting, requested development of a consensus among key member company and staff personnel, sufficiently in advance of its next scheduled meeting on April 7 so as to allow time for individual consideration by Executive Committee members. Persons whom they designated as company contacts on "Operation Downunder" are among those invited to the March 2 discussion.

To meet the Executive Committee's deadline, our work plan will include the following:

- o On Friday, March 4, circulation to March 2 meeting participants of a written recommendation, for your review and comment.
- o A deadline of Tuesday, March 8 for your comments.
- o On Thursday, March 10, submission by the staff of the consensus recommendation to the Executive Committee.

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For your information, I am enclosing memoranda which contain views of "Operation Downunder" prepared by our State Activities and Public Affairs Divisions.

The meeting March 2 replaces the scheduled meeting of the Communications Committee on that date. I look forward to seeing you then.

Enclosures

Agenda

"Operation Downunder" Development Meeting  
The Tobacco Institute Office  
. 10 a.m. Wednesday, March 2, 1988

As an important step toward development of a consensus regarding the pending "Operation Downunder" proposal, these questions will be considered in the following order:

1. Should it be the industry's policy to support accommodation of smokers and nonsmokers at this time, a policy which could involve separation?

2. If not, is there an alternative to achieve the objectives of "Downunder"?

3. If it should be the industry's policy to support accommodation/separation, does "Downunder" as recommended satisfactorily meet these criteria:

A. Does it support the policy?

B. Does it stand a realistic chance of meeting its objectives; i.e., will it slow the deterioration in attitudes toward the social acceptability of smoking?

C. Is it an appropriate use of resources?

D. Does it affect other industry positions, alliances or programs?

4. Is there a comparable indoor air quality project, of which, for example, the ACVA advertising proposal could be a part, which could expand the unnecessarily narrow public perception of the ETS/clean air health issue?

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