

TOBACCO INSTITUTE CALIFORNIA PLAN - 1977

The Tobacco Institute has not as yet developed a written plan to prevent passage of restrictive legislation in California.

Ehringhaus advised during conference call a.m., July 19, that the broad objectives and California campaign strategy was presented at the Institute's meeting in New York, June 23. Following lunch, Ehringhaus said he had Jack Kelly, David McLean, and Jack McDowell, TI Calif. Public Affairs Consultant, brief the Chief Executive Officers on the activities that had and would be undertaken to prevent the enactment of SB. 500 and the no-smoking Initiative.

Blucher said the California Plan had two objectives:

- (1) To develop business and labor allies who would be directly affected by passage of SB. 500 to take the lead in opposing passage of the bill; and
- (2) To use the contacts developed to oppose SB. 500 as a nucleus of the much broader organization that would be required to successfully oppose passage of the no-smoking Initiative and Referendum.

Blucher said with this objective, the following actions have been taken:

- (1) The retention of Woodward & McDowell as Public Affairs Counsel.
- (2) To have Lance Tarrance Associates conduct a public affairs survey to determine public opinion in the State with respect to the public smoking issue and the tobacco industry.

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- (3) To obtain the list of contributors to the election campaigns of the members of the Assembly Health Committee.
- (4) To identify business and public opinion leaders contributing to the Assemblymen, and to have Kelly, McLean, and Woodward & McDowell make calls upon such persons to request support (a) to have SB. 500 either tabled or held in the Health Committee or, as a fallback, (b) to have the Bill substantially amended by the Committee to remove all provisions that would regulate smoking in places of employment.
- (5) Obtain from all available sources, including tobacco manufacturers, the names of California business and labor leaders, trade and industry association directors, public affairs officers of California corporations, and others who could be called upon by The Tobacco Institute representatives, to develop the broadest possible base of opposition to SB. 500 and any other legislative or governmental actions that would require the segregation of smokers and nonsmokers in private offices, warehouses, plants, and other business facilities.
- (6) To have TI representatives communicate with the 300 to 500 persons within the California tobacco industry who have indicated they would actively support industry programs to request they communicate their opposition to SB. 500 to their State representatives and the members of the Assembly Health Committee.
- (7) The TI representatives are in process of scheduling regional meetings with tobacco wholesale distributors' employees, and other friends of the industry to inform them of the

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impact of SB. 500 and the Referendum.

- (8) Based on the contacts made with persons called upon to oppose SB. 500 and the commitments obtained from tobacco industry employees and business allies, organize Political Action Committees in each of California's 40 legislative districts.
- (9) The action indicated in the preceding paragraph will be undertaken regardless of the outcome of SB. 500.
- (10) Institutional Advertising: Blucher said the decision had been made not to embark on an advertising campaign to support the efforts being made to defeat SB. 500. Consideration is being given, however, to ^{developing} ~~develop~~ a Media Advertising Campaign to educate the public concerning the public smoking issue and thus gain support for defeating the no-smoking Initiative that is now tentatively planned to be on the June 1978 Ballot.

Privileged Material Redacted

The California representatives will, however, proceed on the basis that the Bill will be enacted unless California business and industry leaders take an active role in expressing opposition to passage of the measure.

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A commitment has been obtained from a major California newspaper to run the articles.

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Blucher said the Institute was in the process of developing an action plan to prevent the enactment of restrictive state and local legislation in accordance with the directions of the Executive Committee. This plan will be presented to the Chief Executive Officers at their meeting on August 23.

J.S.D.

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