

January 9, 1987

TO: Susan Stuntz
FROM: Scott Stapf
RE: Memo on broadening our attack on ETS front

Here are the major media components we have discussed:

- o A Washington, D.C.-based "regional speaker" experiment focusing on the ETS issue. As envisioned by Pete, this would involve a major effort planned by an outside agency to "move the needle" on the coverage of 30-40 major reporters covering the ETS issue. This will likely start on February 1.
- o The consultant media tours on the scientific integrity theme. Three of these tours will be completed in January -- Austin/Dallas, Boston and Seattle. At least three more will be completed in February, including the rescheduled hit on Chicago. By April, we should be up to at least five -- ideally six -- tours each month.
- o Computer-personalized mass-mailings of letters to the editor and op-ed pieces from IAPAG members and Robertson. This would involve use of the consultants' stationery and appear to be from them. These pieces could be deployed in waves nationally, on a regional basis, or on a city-by-city or state-by-state "hot spot" basis.
- o The 1987 media relations division budget includes funding for 120,000 pieces of targeted media mass-mail. (An example of how this is used can be seen in our mailing of the Monitor piece chiding Koop for his call for a ban on smoking indoors.) Using the "FYI" and underutilized "Tobacco Update," we could focus the lion's share of this budget resource on the ETS issue.
- o The 1987 media plan also authorizes an additional 20,000-piece personalized letter mailing to newspapers, radio stations and television outlets. The intention of this tactic is to put newspeople on notice that they should be contacting us on tobacco stories. We could put even more emphasis here than originally planned on the ETS issue.
- o The public smoking video is due to be out in February. Though intended primarily as a lobbying tool, it could be adapted to serve as a prop for use in backing up the scientific integrity tours.

- o We also will be lining up P.R. counsel in five major markets. Most or all of the time of these people on the ground could be devoted to public smoking. Local counsels are scheduled to be on line by the start of the second quarter.
- o The video paralleling the Prohibition and the antismoking will be completed next week. This could serve as the basis for either a new consultant media tour with a social historian or for solo hits by speakers in major markets. The examples of antismoking tactics focus almost entirely on the ETS issue. The video also would serve the purpose of radicalizing the public and press impression of professional antismokers.
- o The 1987 media plan also calls for and underwrites at least two major TI-generated news events each quarter. Most or all of these events could deal with the ETS issue.
- o Media possibilities discussed, but not approved, include:
 - Media use of a radon expert to downplay the ETS issue;
 - Media use of an etiquette expert focusing on public smoking;
 - A sort of TI version of the "Pepsi Challenge," offering the RJR briefcase to media people around the country;
 - Issue advertising in media publications;
 - Development of a TI radio feature network, offering a weekly piece to radio stations around the nation; and
 - Using a legislative "hot spot" as a laboratory to test the effect of saturation media work from TI on the ETS issue.

cc: Sparber

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